

ELECTRICAL MERCHANDISING WEEK

JULY 25, 1960

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SERVING THE APPLIANCE • RADIO • TELEVISION AND HOUSEWARES INDUSTRIES

New FTC Tack— Sleuthing by Mail

A new system is being tested by the Federal Trade Commission right now on the food industry in Florida, but it can work anywhere on anyone—and that could mean the appliance business. By mailing out a long questionnaire which you've got to answer—that's the law—the FTC can check an entire industry. *see page 2*

An Editor Abroad

EM Week Editor Laurence Wray returned from Europe with a few hints, observations and complaints that Mr. Baedeker didn't include in his guide books. *see page 19*

Time Running Out On Air Conditioners?

No, ran the comments from manufacturers who believed that heat waves in August and September could still stimulate business. But dealers weren't so sure. *see page 7*

What's In A Name?

Sometimes you can do even better without a nationally advertised brand. That's what Miami distributor Marshall Litvak found out when he switched to Zenith and doubled sales. *see page 16*

Packard Bell Rings The Bell for Color

In its sixth year of color set production, the company is grabbing an estimated 20% of sales in the 11 western states, plus Hawaii, Alaska and Texas. And P-B has no intention of resting on its laurels. *see page 3*

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POSTMASTER: Send Form 3579 to Fulfillment Manager, Electrical Merchandising Week, 330 W. 42nd St., New York 36, N.Y.



SALES LIKE THESE on New York's 42nd St. won't be phony much longer. U.S. inventory of off-brand imports passes half a million units as

Price Plague Hits Jap Radio Market

Prices on Japanese transistor radios are on a swift downhill run and the bottom is not in sight.

What happened? The dam broke on huge inventories which had been built to anywhere from half a million to 800,000 units. Small importers and marginal operators with notes to pay began to run for cover. And the price structure began to crumble as dumps hit the metropolitan markets in increasing quantity.

Between January and June, prices were going down every week, according to Harold S. Davidow, of Longwood Radio, N. Y., which imports the Kowa brand.

Principal football in the downward slide has been the six-transistor radio which has taken the biggest kicking because inventories were heaviest in this model.

Prices on radios with seven or more transistors were holding a little firmer, especially those made by such name concerns as Toshiba, Sony and Hitachi.

Robert Sampson of Chicago's Sampson Co., which handles Hitachi, not only reported that prices on sevens were strong, but that he was in short supply on these bigger units.

Dumping has not been confined to any specific areas, but prices are softest in the big metropolitan areas, worst of all in New York.

By last week big operators in key markets

were retailing off-brand radios at actual wholesale prices. Macy's hit the New York market with an eight-transistor model for \$22 stripped, \$24 fully equipped. Ordinarily, this model wholesales anywhere from \$19.95 to \$24.

A day later, S. Klein of New York splashed a two-page ad in the "New York Daily News" offering eights for \$19.99 and the basic six-transistor model for \$11.99. To get either model fully equipped, the retail customer had to pay another \$2.99.

Best estimates had the big operators, such as Klein's, working on as little as 10 or 12% margin.

Only a week earlier, at the Independent Show in Atlantic City, wholesale prices on six-transistor units were running from a low of \$12.50 to a high of \$16. These prices represented at least a \$5 slip from the previous year. The really low-priced radios were escape merchandise.

"Check that lower span of prices," warned Jules Jacobs, sales manager for Continental Merchandise Co., Inc., of New York, "and you'll find they're not being quoted by the big importers. The little guys who were undercapitalized are doing the dumping."

At the Independent Show, Davidow was asking \$14.95 for case lots of Kowa six-transistor models, \$15.70 for purchases in less than case lots.

Continued on page 7

Japanese Firm Buys American

Japan's largest sewing machine manufacturer has bought out New Home Sewing Machine Co. and plans to capture 20 to 25% of the American market in five years

Janome Sewing Machine Co., Ltd., which has been selling to U. S. independents for years, has abruptly reversed a postwar trend that has seen American investor dollars flow steadily abroad. Now a Japanese company has invested in this country.

Precedent was set by the Japanese government which authorized the conversion of "yen" into dollars to finance the purchase and expansion. No purchase price was announced, but it was learned that Janome has set aside more than \$4 million to invest in a bold bid for a large share of the U. S. market now dominated by giant Singer, which has about 40% of the business. Janome is shooting for \$30 million in U. S. sales five years from now.

Free Sewing Machine Co., of which New Home has been a subsidiary since 1925, will cease to do business as part of the agreement with Janome. T. Carroll Deamer, executive vice president and general manager of New Home, speaking from Los Angeles headquarters of the company, announced the agreement jointly for Jay Kasler, president of Free, and Ninzo Yamada, president of Janome. Deamer said that he will remain with New Home in his present position and that Janome products to be sold in this country will bear the name of New Home.

First step in expansion plans will be the building of new Los Angeles home offices. Second step will be the construction of a giant warehousing center for the New York metropolitan area. New Home warehouses are already located in Los Angeles, Houston and Philadelphia.

Highest point of sales recorded by New Home was in 1951 when 490,000 of its machines were sold to establish the company as second only to Singer. Since then, New Home has dropped to fourth or fifth place, as Sears' Kenmore brand, White, Necchi and Montgomery Ward began to edge upward. In Japan, Janome is equivalent to Singer here.

Branch Stores in Suburbs Are No Longer Profitable

That's the opinion of W. O. Saxe, president of appliance TV merchandising Sterling Furniture Co. in San Francisco. Saxe's observation on suburban retail outlets was advanced as part of his announcement that former competitors would soon be managing the four suburban satellites of his 93-year-old company.

W. J. Sloan will buy two of Sterling's branch stores and Union Furniture another. The fourth will go to a firm not yet announced. The downtown parent store was sold two years ago, then leased back to Sterling for 30 years.



RCA Whirlpool Unveils New Line

NEW AUTOMATIC SHOWS some of styling changes made in the company's new line of 16 automatic washers and gas and electric dryers. Modulated heat in dryers produces heat according to amount of moisture in clothes.

NEMA Asks for Ideas

The group is looking for a public relations agency to handle all consumer products . . . and D (for decision)-Day is Aug. 31

"Anybody can ask to make a presentation," a NEMA spokesman said last week. But just which agencies would be chosen for the "finals" and which would win the \$200,000 NEMA account was still a matter of speculation.

Letters went out last week to the members of the agency selection committee asking them to meet some time early in August. This will be the first time the committee has met. In fact, not all the people on the committee had been notified that they were to serve. But the NEMA spokesman assured EM Week that they would know when they received their letters of appointment.

Exactly when will the committee meet? The NEMA spokesman said it would take some time to collate the

results and pick a date which will suit everybody.

Purpose of the early-in-August meeting is to set up ground rules for agency presentations. Then, sometime later in August, the committee will meet again to pick an agency from the finalists.

Although the NEMA spokesman was reluctant to disclose any more, it is a sure bet that Sumner Rider & Associates will be one of the front-running agencies. NEMA's electric housewares group and the refrigeration section have given Rider their recommendations (EM Week, July 18). Rider already has the dishwasher group's account.

NEMA decided to hire a single agency (instead of farming the work out on a product-by-product basis) last June. That's when the committee which will meet in August was chosen.

Some NEMA members are upset that nothing had been accomplished on the project until now.

MMM Buys Revere Camera To Move Tape System Now

The system is Minnesota Mining & Manufacturing Co.'s new tape cartridge which gives high-fidelity on a slow-playing tape only 1/7-inch wide.

No one has yet marketed a player geared to accept the MMM cartridge, although Zenith and Columbia in this country and Grundig and Philips abroad have such units in the works.

To push its system into the market, MMM last week purchased 21-year-old, Chicago-based Revere Camera, which also makes tape players.

MMM President Herbert P. Buetow conceded his company's development of its new tape cartridge system led to the purchase of Revere. MMM, Buetow said, felt it could best capitalize on its cartridge sys-

tem by producing its own cartridge players.

"We do not possess the facilities and organization to enter the tape cartridge equipment business ourselves," he went on, "and to build our own plant and develop a strong manufacturing sales team would take at least two years."

Buetow wouldn't say when the first MMM-Revere tape cartridge machines would hit the market. Zenith has already announced it would have a tape cartridge machine available sometime in 1960, and Columbia is expected to have one about the same time.

The move was MMM's second into the home entertainment field in just a few months. Last April, the firm bought Mutual Broadcasting System for about \$1.5 million.

New FTC Tack: Get 'Em by Mail

Suddenly, short-staffed FTC is an army which can blitz an entire industry for any accepted but shady phase of business practice

The Federal Trade Commission's new big stick is investigation by mail. Prior to employing the new technique in a recent dragnet of the food industry's use of promotional money, the commission had been limited by shortage of manpower in its efforts to make industrywide cases.

Now the big weapon is the mailed questionnaire. And the recipient, whether factory, supplier, dealer, must answer it under Section 6 of the FTC Act which authorizes the commission to collect sworn statements from business, and under Section 10 which imposes fines and jail sentences for withholding information FTC is authorized to collect.

Twenty-three cases were made in one sweep of the food business after several hundred questionnaires came back from chains, suppliers, brokers. Under investigation was discriminatory use of special promotional funds as limited by Section 2c of the Clayton Act.

Broadly, the FTC was investigating promotional payola. FTC spokesmen confirm that they could do the same thing in the appliance industry under 2d and 2e. These two regulations say, in general, that no supplier (which is a corporation in interstate commerce) can give any "benefit" (co-op, special event money, personnel) to one dealer without making same available to others. And there's a double-edged sword. Also culpable is the dealer who clubs a supplier into giving "benefits" for special events, for instance, with knowledge that his requests are discriminatory.

Questionnaires can be sent—and were in the food cases—to the dealer first, and then to the supplier or factory. Demanded is long, documented data on who gave what to whom, for what, under what circumstances, for a period of a year. Returns are then cross-checked.

Respondents hang themselves—by request—FTC admits. Chief project attorney Samuel L. Williams told EM Week that this is legal and that there's precedent for mail queries.

Fifth Amendment? No, it does not apply, FTC says. FTC Law exempts you from criminal prosecution, but criminal only, based on questionnaire information. But, with cross-check, it can get you on civil grounds. The penalties are fines.

How do you head them off at the pass? Get from FTC its newest guide which spells out for dealer and factory alike the straight and narrow on the two-way promotional street. Write FTC for: "Guides for Advertising Allowances and Other Merchandising Payments and Services; In Compliance With Sections 2d and 2e of the Clayton Act as Amended by the Robinson-Patman Act—May 1960." And beware of that mailbox. It can bite!

Packard Bell: A Color TV 'Sleeper'

Although two-thirds of the nation thinks RCA and Admiral make up the color TV industry, 35-year-old Packard Bell on the West Coast is rolling merrily into its sixth year of color TV production

This little-publicized company has not been snoozing. Estimates give P-B about 20% of the color set sales in the 14 states (the usual 11 plus Hawaii, Alaska and Texas) where its entire TV line is sold. Furthermore, President Robert S. Bell expects the company to make money on color TV with the just introduced 1961 line.

Packard Bell still is a pioneering, rugged individualist, fully cognizant of the production, distribution and retailing patterns set up by the TV-consumer-electronics industry. But the company is willing to follow them only when it likes them.

Color TV sets have been coming off the Packard Bell production lines every year since the company introduced one table model color set in its 1955 line. For a while it was a question of whether P-B or its Los Angeles neighbor, Hoffman, was the second largest manufacturer of color TV. Today, P-B and RCA Victor are the only producers of color TV chassis. And Packard Bell produces its color TV as well as its black-and-white line in the largest fully integrated TV factory in the country. Under one roof P-B makes its own cabinets, stamps metal, makes some components, assembles, tests and crates.

In the 1961 line, Packard Bell again has stuck to its guns, producing no stripped or low-end color TV chassis and offering no low-priced leaders. It settled on two models, a console and a combination color-TV-stereo—each in three cabinet styles. And, fully conscious of the suspicion of some that it is assembling duplicates of RCA Victor, P-B points out that it has been designing its own chassis for some time.

In fact, the company has been designing its chassis to meet its own interpretation of the present state

of color TV broadcasting. Every set in the '61 line is equipped with wired remote control that gives the viewer chairside control of every function of the set, including adjustment of color hues.

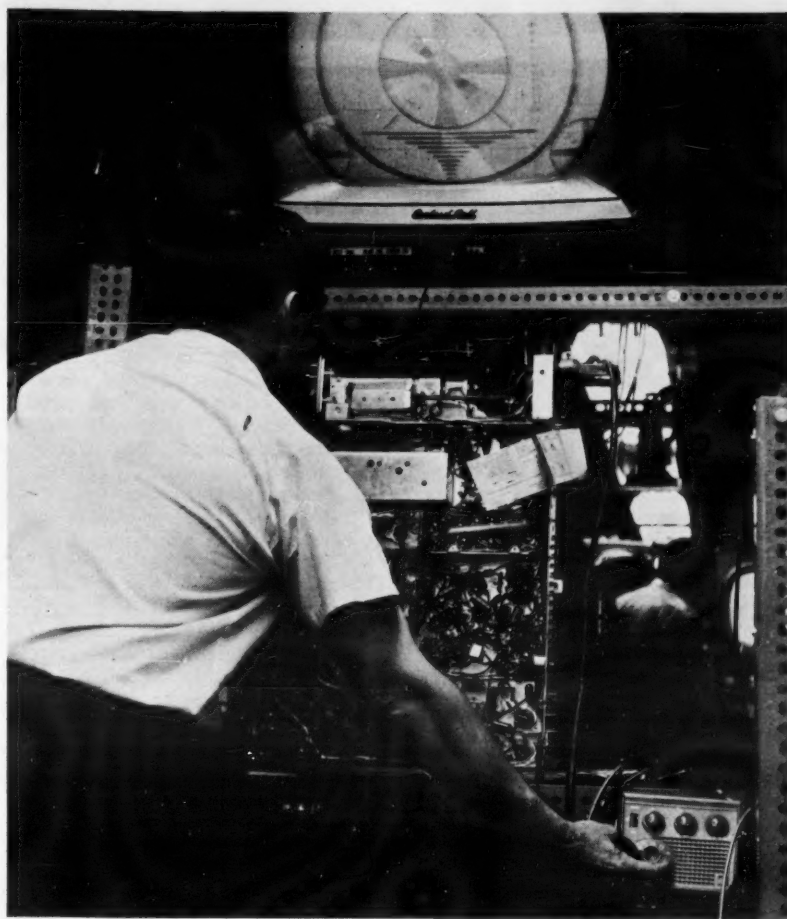
Promotion rate of color TV sets by this second largest manufacturer is not published. Getting an accurate estimate from the field is complicated by the non-conformist distribution methods pioneered successfully by Packard Bell many years ago.

P-B is the antithesis of Magnavox in distribution methods. Essentially, each distributor is a salesman with a protected territory and a direct line of supply to the factory or a pool arrangement with other distributors. To meet the needs for color sets, P-B sets a production rate that is geared to manufacturing efficiency, producing in "runs."

P-B's plans for more color TV set activity are not now aimed at markets beyond its present 14-state area. But, at least in this area, the company has no intention of resting on its present 20% of the market laurels. Packard Bell Vice President Kenneth Johnson told EM Week that Packard Bell will "gradually broaden its color TV line as unit sales increase" and conditions in the market justify more promotion of color receivers. Its 61 color line is being advertised in regional editions of "Life" and the "Saturday Evening Post." Yet the company does not expect to become a mass market producer because it intends to keep emphasis on "quality chassis in fine furniture."

Color TV's future, says the Packard Bell organization, is unlimited, but its rate of growth is contingent on several factors:

- "Color sets will hit the million-a-



ON A SPECIAL TEST BENCH Packard Bell color TV receiver gets final test with remote control unit, a feature of the company's entire color line.

year mark within three years," Johnson told EM Week. "The continued lack of daytime color programming is the only thing that can stop it—we have to have more color shows when our dealers can demonstrate to prospects."

- "There is little hope that color set prices can be cut much below the present level," says Fred Kopesky, P-B's market analyst. "Color sets are being manufactured as efficiently as black-and-white sets—but there is 2½ times as much in a color set.

Until a lower priced picture tube is practical—probably the single-gun—there can't be much, if any, lowering of production costs."

- Color TV will become the standard TV instead of the exception, says P-B President Bob Bell because "the American people won't tolerate a luxury. They quickly make it a necessity, and there are signs this is beginning in the color TV business. This year's volume should put the factories at the break-even point."

Sag in Housing Hits Appliances

Chicago's Northern Trust Company last week agreed with what many people have been saying—retail appliance sales could be better—and the bank turned up a new explanation for the situation.

Says Northern Trust in its July newsletter: "A major consideration in the markets for both major appliances and furniture has been the 20% decline in new housing starts so far this year . . ." The decline, the letter continues, has largely offset the "buying influence of larger personal incomes."

Another factor, the bank explains, is a change in consumer buying. People are spending more for services—education, entertainment, housing and the like—and less for consumer products.

Consumer outlays for services have jumped 33% since 1953, just 21% for goods.

Department Store Sales Up

And leading the list of departments with sales increases were radios and phonographs, air conditioners and refrigerators

Total sales for the department store industry rose 6½% in 1959 over 1958, according to the just out NRMA "Departmental Merchandising and Operating Results" (MOR).

Breaking that figure down into departments, and further into performances in branch and downtown stores, you find that white and brown goods beat bread-and-butter soft goods when it came to sales increases. Here are the figures:

- The radio and phonograph department led all other departments in increases in branch stores with sales up 29% over 1958.
- The refrigerator and air conditioner department topped the downtown store sales picture in increases with sales up to 16%. And the radio and phonograph department in-

creased 9%.

A 10-year analysis of gross margins, from 1949 to 1959, shows:

- Housewares margins decreased over the 10 years from 35.5% to 33.2%.
- But, surprisingly, margins in the radio, phonograph and TV department have increased from 21.9% to 22.7%.
- Margins in major household appliances have taken the worst drop of any of the departments selected by NRMA for the 10-year analysis. In majors, gross margins have sunk from 25.4% to 19.9%.

Breaking sales figures down according to store size:

- In stores with sales volumes of over \$50 million a year, the radio, phonograph and TV department was the biggest gainer, with a 15% increase.
- In stores with sales ranging from \$20-\$50 million, refrigerators and air conditioners led all other departments with a 21% raise.

Japanese Star At Trade Fair

One of every five dollars spent by buyers at Chicago's International Trade Fair went to Japanese firms and trading companies. In all, Japan wrote about \$2 million worth of immediate wholesale orders at the fair.

And, predicted Rokuro Sase, manager of the fair's Japanese national display, "In the next few months, we expect to negotiate an additional \$2 million in orders as a result of 3,000 trade inquiries received at the Pavilion."

Orders and inquiries were heaviest, Sase said, for electronic equipment—including transistor radios, tape recorders, sewing machines and electric fans—heavy machinery, steel, cameras and binoculars.

Next year's Chicago trade fair—although firm dates haven't been set—apparently will precede the Housewares Show into the almost-completed lake-front exhibition hall.

REGIONAL ROUND-UP:

Air conditioning didn't get off the ground in Cleveland, but in Jackson, Miss., dealers told EM Week that heat brought sales.

EAST . . . CLEVELAND—Nobody's blown up the sales balloon here yet. It's still on the ground, expected to pick up "in the fall." But right now, reports from dealers all over the city were saying sales are slow. The air conditioning selling season didn't get off the ground either. Although pre-season sales indicated a good season, Ol' Sol didn't cooperate, and the cool, dry summer so far hasn't helped chances of pulling in late season customers.

Refrigeration was the leader in this slow-moving market. And some freezer promotions were at least drawing shoppers. Laundry was the runner-up, with black and white TV coming in third.

Employment in this metal-working center is down. Dealers attribute slow sales to uneasiness and hesitance on the part of workers to go in for big ticket items during an uncertain period. These dealers were saying that the year still can shape up pretty well, though, once the auto makers start producing the 1961 models and steel and related industry start moving up to predicted operating rates.

MIDWEST . . . INDIANAPOLIS—Large manufacturing plants here were slowing down and laying off. Appliance dealers were hard hit. One dealer stated, "The recession is worse than in '58." Most were optimistic for an upturn around Labor Day. John Mulinard at J. M. TV and Appliances has hit a pay streak selling RCA-Whirlpool disposal units at \$38 with a one-year warranty and service. Mulinard claims this leader is pull-

ing in customers for bigger things.

Charles Lemarca of Gus Kasper Inc. was promoting an 11-foot Frigidaire. Lemarca said there has been little interest in free-standing range and oven units. At Wasson's Department Store, Gil Johnson said few customers were buying at first sight. Many mention competitive features of other brands and some return five weeks later to buy. Wasson sells Norge, Maytag, Zenith and Chrysler air conditioners. Ralph Fisher of Fisher Bros. blames the slowdown on politics. Fisher promotes G-E white goods and Zenith TV by telephone and direct mail.

MOUNTAIN STATES . . . DENVER

—The slight pickup in major appliance sales noted in late June continued to improve during the first two weeks of July, but sales for the year to date still were lagging behind last year. James H. Taylor of Fraser and Taylor retail firm said, "I've watched this trend for 14 years. When we have a severe winter and spring like we had there's little improvement until summer. We're beginning to feel it now." Hotpoint distributor Everett Wood said, "Sales of built-in appliances picked up during the past three weeks, apparently because of completion of some major apartment buildings as well as finishing of homes started two or three months ago after weather cleared." Another retailer said, "Every kind of appliance seems to be selling a bit better." Charles Zender, sales promotion manager at McCollum Law Corp., a Westing-

house distributor, reported "some improvement at the tail-end of June and we seem to have a fair situation now."

The Public Service Co. of Colorado reports, through July 15, from retail dealers show that refrigerator-freezer combinations are the only major appliance running ahead of last year, 1,619 to 1,522. Conventional refrigerators are down to 1,745 from 2,140 and automatic washers are down to 4,990 from 5,233. Sales reported last week were 107 automatic washers, 91 refrigerator-freezer combinations and 66 refrigerators—all below the weekly average.

WEST . . . SACRAMENTO

—Al DeMartin of A&A Builders Supply said the manufacturer who comes out with a 3-ton air conditioner "will make a mint." He was speaking after selling air conditioners during a hot spell in which most dealers found that homeowners want big units to cool an entire house. Most sales were of 2- and 2½-ton units. Those who had smaller units for one room bought additional units this year for other rooms. The result in June's hot spell: 3,000 to 4,000 air conditioners marketed in the Sacramento area, with A&A Builders supplying 300 or 400.

Cooler sales picked up again July 15, when it became hot after two weeks of cool weather.

TV sales were good, better than ever before in July. It was the conventions in some instances, but the replacement market got credit from some dealers for this surprising trend.

At Hale's, disappointment was voiced over refrigerator sales,

generally good in July. It was pointed out that many homeowners are getting their old refrigerators fixed rather than buying new ones.

But Frigidaire dealers got a shot in the arm from an extensive newspaper advertising campaign which featured a picture of customers explaining why they liked Frigidaire. Salesmen were quoted on how good Frigidaire appliances are.

Handy Andy TV and Appliances reported good success again from its advertising campaign, "Christmas in July," featuring the store's symbolic character attired in a Santa uniform. The best success was in refrigerators.

SOUTH . . . JACKSON, MISS.—Optimism was the general feeling here as the long run of hot, dry weather which began in early June continued to push appliance sales up.

White goods came into their own as air conditioning and refrigeration lines remained far out in front of the other items which were moving. One dealer reported that his refrigeration sales were running 30% ahead of this time last year.

Sales, in general, were forging ahead of last year for the same period in the Jackson area. Most dealers and distributors were in agreement: the weather was the prime stimulant to the appliance industry. The factor which dealers were crediting was a substantial increase in new home construction. The volume of built-in equipment, consequently, was strong with refrigerators, ranges, and ovens moving fast.



In Line With the Headline News

SOMETHING EXTRA WAS ADDED to a 64-hour selling marathon held by Routzahn and Sons, RCA Whirlpool appliance dealer in Frederick, Md. Sen. John F. Kennedy, who later became the Democratic Party's candidate for the presidency, made a timely campaign visit to the city. Kennedy, left, was interviewed by a local radio newscaster on the scene in the Routzahn store and the sale was jammed with extra crowds who came to see the presidential hopeful. The marathon sale was reported to have been one of the most successful ever staged at the Maryland dealer's store which features furniture, television and major appliances.

INDUSTRY MEMO

● For the time being, it's still okay for California dealers to build traffic with "one to a customer" loss leaders or to stop the sale of advertised loss leaders while there are still some left in stock. This year, the state legislature turned down a proposal to limit loss leaders, but the state attorney general will introduce a similar bill in January. And while Gov. Brown is expected to back the bill, the state consumer counsel's office has been deluged with protests from bargain hunters.

● Dealers who peg Sears as tough competition have learned just what they're up against. Sears' ad budget topped \$69.5 million last year—over \$50 million for newspaper space, \$17 million for circulars and spots on radio and television. What Sears got for its money was a record-shattering \$4,036,153,139 in retail and mail order sales.

● If your air conditioning distributor is having trouble giving you fast delivery on replacement motors, you might pass along the word that

G-M's Delco division claims to have a solution to his inventory problem. "Our new motor is so adaptable," says Delco, "that distributors need stock only nine models in order to replace several hundred fan motors found in as many different makes and models of room air conditioners." Delco's two-speed motors range from 1/10 to 1/4 horsepower.

THIS WEEK'S COLOR TV

TUESDAY (E.D.T.)

11 A.M. (NBC) The Price Is Right (Tuesday-Friday)

12:30 P.M. (NBC) It Could Be You (Tuesday-Friday)

FRIDAY

9:30 P.M. (NBC) Masquerade Party

10 P.M. (NBC) Moment of Fear

SATURDAY

10 A.M. (NBC) Howdy Doody

10:30 A.M. (NBC) Ruff & Reddy

7:30 P.M. (NBC) Bonanza

SUNDAY

8 P.M. (NBC) Music on Ice

9 P.M. (NBC) Chevy Mystery Show

First and only No-Frost gas refrigerator-freezer with all these features



GA-1400

- **Slim, trim, squared design** . . . for flush fit, built-in look.
- **Exclusive foam insulation** . . . allows thinner walls and doors for 35% more storage in same floor space.
- **Exclusive IceMagic®** . . . automatically replaces and stores every ice cube used. 108 cubes—5 trays full.
- **Jet-Cold* Shelf** . . . chills fruits, puddings, pies and beverages super-quick.
- **Jet-Cold Meat Chest** . . . meats stay "country-fresh" longer because of sealed-in humidity and proper meat storage temperatures.
- **Activated Cold System** . . . scientifically fan-circulated cold, crisp air maintains balanced cold for more ideal food preservation.
- **Million-Magnet* doors** . . . tight seal all around—yet open with only a slight pull.
- **Lower operating cost** . . . a tiny, economical gas flame is the heart of the sealed refrigerating system—no moving parts to wear out.
- **Quiet, long life** . . . that only gas can provide.
- **10-year warranty** . . . on the durable, sealed, gas refrigeration system.

Ask your RCA WHIRLPOOL distributor for all the facts on this newest refrigerator.

*Tmk.

Join up! . . . it's easier
to sell RCA WHIRLPOOL
than sell against it!



Your family will love our family of home appliances

Whirlpool

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan



Fans: Bound to Get Hot

A slow June failed to put dent in industry confidence that a few hot days will start the sales rolling

"It's the old story of the thermometer," explained F. P. Waters, product manager for fans at Westinghouse. Cool weather had brought business to a halt in June and now the industry was avidly checking the weather report in hopes of finding a heat wave.

"You have to be a bit of a sadist to be in this business," Waters said cheerfully. "When everyone's uncomfortable, you feel fine."

No one was apprehensive yet, taking heart in the fact that sales came late last year.

"I remember being told you had to sell in June," pointed out R. O. Fickes, general manager of General Electric's automatic blanket and fan department, "but fans are so completely an impulse purchase now that you don't have to sell them in June. The retail sales last year came in August and September."

Everyone agreed that it would take only four or five days of constant heat to get sales rolling. And there was no reason to get panicky.

"It's bound to get hot," maintained Westinghouse's Waters. "Last August everyone was throwing in the sponge. And then—boom—it got hot and things started moving."

And there was no point in dumping during cool weather, pointed

out Philip Redler, sales manager for the Kord Manufacturing Co.

"They still won't buy 'em under those circumstances," Redler said.

As far as industry is concerned, poor retail sales would be felt next year, not this.

"I think that most manufacturers feel they could close their books right now and consider it a good year," Waters said, "but we need a hot '60 for a good 1961."

Only one manufacturer noticed a trend in sales. Floor circulators, according to Harry Roehm, consumer products sales manager for the Cory Corp., were on the increase again. Why? People in air conditioned areas were looking for a fan to circulate the air, was Roehm's explanation.

Two Housewares Shows, But No Battle in 1961

New York promoters are planning a new show to enter hard on the heels of the show in Chicago

And the result is that Eastern buyers won't be entirely forgotten when the National Housewares Show shifts to Chicago's lake-front exposition hall next July 10-14.

To take up the slack, a pair of professional show promoters last week revealed plans to inaugurate an Eastern housewares show in the New York Coliseum, Aug. 7-10, 1961. Next week, the promoters will begin mailing 4,000 invitations to display at the new Eastern show.

"This isn't a fight, declares Hub Erickson Jr. one half of Hall-Erickson, Inc., show promoters. "We expect to supplement, not compete with the National Housewares Show in Chicago."

Erickson hopes manufacturers will display at both shows. "They

can introduce their products nationally in Chicago, then bring them to New York for the Eastern buyers," he explains. "That way, they hit the entire country in a month."

Erickson even plans to suggest that national manufacturers make both shows. "We'd be quite disappointed if we did detract from the national show," he says.

Chief beneficiaries of the New York show will be many buyers on the Eastern Seaboard who don't want to trek to Chicago, manufacturers with only Eastern distribution.

Most of these people traditionally ignored the January housewares show in Chicago, turned up only at the July show in Atlantic City. With both shows now in Chicago, they have nowhere to go.

Erickson and his partner Ruth Hall aren't novices, incidentally, operating as A. B. Coffman Associates (Coffman died several years ago) they also produce the National Premium Buyers Show.



MISS UNIVERSE, Linda Bement, greets Harry Silverman, right, Landers, Frary & Clark president, and Carl Wunderlich at Housewares Show.

NHMA Terms Show the Best

Extensive buying and record attendance marked the 33rd Housewares Show of the National Housewares Manufacturers Assn. as the group said its sentimental farewell to Atlantic City.

"The best summer Show we've ever had," was the comment of Dolph Zapfel, NHMA secretary, as the July 11-15 Show closed. The Show was the last to be held in Atlantic City's Convention Hall. Next year it will move to Chicago.

Attendance was a record 21,952, compared to last year's 21,821. A total of 8,355 buyers were registered, opposed to 8,181 in 1959.

"Buying was excellent throughout the Show, with the exception of fans," Zapfel said. Success of the Show was encouraging to the housewares industry, seeking to recover during the second half of a year which began with disappointing business.



Regina Honors Young Businessmen

SPONSOR OF A JUNIOR ACHIEVEMENT company, Regina gave awards to members of the learn-by-doing youth group. Vice President George Laberheim presents one to Aileen Kendall while Mary Ellen Browne and John Runfola display their prizes.

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There Is Still Time, Brother

That's what room air conditioner manufacturers were telling themselves and EM Week last week as the weather remained cool. Dealers and distributors, however, weren't so optimistic

Comments from manufacturers on their hopes for the air conditioning season ran all the way from "Some of the worst heat waves have been in August and September," from Emerson's Stanley Abrams, to a Hotpoint spokesman's cautious, "If the weather breaks in another week or two, the industry's volume could feasibly come out equal to or better than last year."

Inventory figures showed manufacturers had good reason to be concerned. Factory and distributor inventories as of the end of June were 152,000 units higher than last year at the same time. And EM Week's utility reports from 27 key markets showed retail air conditioning sales in May were down 9% from May, 1959.

Not everybody admitted the situation was a grim one. G-E's Thor Eberhardt said, "It hasn't been too bad a year." A Fedders man went further: "It's been a wonderful year." And Emerson's Abrams called it "the biggest year we've ever had."

Dealers and distributors disagreed

with manufacturers' enthusiasm. Here are some of the quotes turned up in EM Week's spot check of retail sales:

NEW YORK—"If you don't move 'em by June 15, you're dead," thumped a dealer in Queens. "Now it's too late. Like last weekend it was hot, but no humidity. We sold fans, not air conditioners." At Carrier's New York branch, William C. Marsh said "Business has been at a steady pace. But pricing is darn low right now."

WASHINGTON, D. C.—George Webster, Chrysler Airtemp distributor, called this the "worst in-season season and the best pre-season season." He predicted, "If it doesn't get hot this will go down in history as the worst season since 1954 . . . Industry inventories are tremendous and we'll have a large carryover."

ATLANTA—From Charles Castleberry of Castleberry's: "Air conditioners seemed to die right around the Fourth. We've sold only five or six since that time." Other reports indicated a trend toward larger

units. Best all-around seller, though, was still the 1-hp unit, for \$200-\$230.

MIAMI—Air conditioners, riding a heat wave since mid-June, have come from way behind to lead appliance sales. Two distributors—Major Appliances Inc., and Weathermatic Corp.—reported movement up 20% over 1959. Best retail sellers: 1-hp reverse units, for \$239-259.

CHICAGO—Good pre-season business has "tapered off to a slow walk," said Bob Benson, Benson Music Shops. A Southtown spokesman was "very disappointed" with business, which was "about as good as last year." Clyde Sellke, Emerson Midwest, went against the grain: "We're ahead of this time a year ago." His reason: Emerson's instant mount feature. Best all-around seller for the area was the 1-hp unit, with \$199.95 the magic price.

HOUSTON—Major dealers and distributors said room unit sales are off 20% so far this year because of unseasonably cool weather. "Small units and portables don't sell," commented Wesley Teaff, American Air Conditioning. Best movers in the area: 2-ton and 1½-ton units.

Price Skid Hits Import Market

CONTINUED FROM PAGE 1

The Omscolite Corp. of Philadelphia was offering sixes for \$15.95. Kent Overseas, Inc., of N. Y., wanted \$14.50 for six-transistor models, \$11.50 for fours.

Prices were being slashed by Star-Lite of New York, which was asking \$15.40 for case lots of sixes with battery, earphone and case. Last January, the Star-Lite price was \$19.50. Other Star-Lite prices followed the same trend. A six-transistor radio with speaker box was down \$6 from the January price of \$27. In eights with case, earphone and battery, the price dropped in the January-June period from \$22.50 to \$18.80.

Although the bigger names—Toshiba, Sony, Channel Master—were trying to hold the price line, the squeeze was everywhere.

"Everyone is losing money in this business today," said Herb Kabat of Delmonico International. "Some guys are taking any price they can get to retrieve capital."

One major importer outlined his price situation this way:

"A year ago we were selling our six-transistor sets for not less than \$21 and even \$22 or \$23."

"Today, we're quoting \$14 for the same unit, losing \$1.75 on every one we sell at that price, and still we're not finding it easy to move the goods."

Dumping by fringe operators is not the only problem. Now, according to Samuel Schlusel, sales manager for Channel Master Corp., Japanese manufacturers are dumping on a direct basis to major dealers.

Richard Stollmack of Transistor World Corp. traced the present problem back to the Japanese.

Caught short by the announcement of a new check price and the five-week Japanese government-imposed ban on shipments, the smaller manufacturers, with notes due and no money, raised capital by selling at whatever price they could get.

The newly imposed quota—about 4 million radios for the U. S.—by the Japanese government wasn't doing much to clear up the situation.

"It's too high to be effective," explained Channel Masters' Schlusel, who felt 3.5 million would represent a better figure. Delmonico's Kabat thought 2 to 2½ million would be a more realistic figure.

For now, quota allotments of import companies are very hush-hush. But one EM Week source says the quota list, by size of quota allowed to largest companies reads this way: 1) Channel Master; 2) Toshiba; 3) Sony; 4) Sharp (Hayakawa); 5) Hitachi; 6) Hyatt Brothers; 7) Shiriro; 8) Mitsui Export Co.; 9) New Hope Co.

Where was all this leading? The result will be a 6 to 18-month shake-out of small Japanese manufacturers and marginal U. S. importers.

By then, Stollmack figures, the business will belong to 10 or 12 manufacturers. Definitely nominated for survival by Stollmack: Toshiba, Sony, Hitachi, Matsushita, Mitsubishi, Nippon Electric, Hayakawa, Standard, Sanyo and Yaou.

Far West Finds Buying Drags

As Los Angeles Market Week opened, buying was spotty; in San Francisco, there were warnings about deliveries

The Home Furnishings Market spotlight last week shifted to the West Coast where dealers attended the Los Angeles Market in numbers that encouraged Show officials, but produced little enthusiasm on the part of exhibiting manufacturers.

EM Week surveyed exhibitors and found that they thought buying was soft, with emphasis on price. An exception was the Welbilt Corp. which said dealers were buying in substantial volume. One popular entry was Welbilt's Kare Free Kook-Center, a range in the \$500-plus class.

But at the space occupied by Athens Stove Works Inc. (Vesta ranges) few dealers dropped around to buy. They were shopping for price. A Vesta representative said dealers were living hand-to-mouth while depleting swollen inventories.

A similarly gloomy picture was painted at the Gaffers and Sattler, Hamilton Manufacturing Co. and Consolidated Sewing Machine Corp. spaces. A Blackstone Corp. spokesman said only dealers reached earlier had been in, but he felt there would be an upward trend toward the end of the Market.

While the Los Angeles Market dragged a bit, warning of another problem for retailers was voiced in San Francisco where the Summer Market opened yesterday.

"In planning Summer Market purchases, the most important question for retailers may well be that of deliveries," said Henry A. Adams,



Vive La France—and Hoffman

FRENCH LOVELIES introduced Hoffman's line at a convention. They accompany prize-winning distributor-salesmen, Finas Nabros, left, and Richard Goodrich.

general manager of the Western Merchandise Mart. "Inventories are down. For the wise retailer, the trick will be to plan his commitments and gain assurance of deliveries for the period ahead when business will increase substantially."

First contingent of the more than 11,000 dealers expected at the Mart

found new trends in home furnishings, changes in displays and a full schedule of events for the week.

Heralded as the "most significant" event of the Market was the opening of the elegant ninth floor as a "furniture showcase." Plumped the Mart's management about the floor: "... an entirely new atmosphere for a wholesale home furnishings."

That's No Hunt Board, Harry; That's a Hi-Fi...

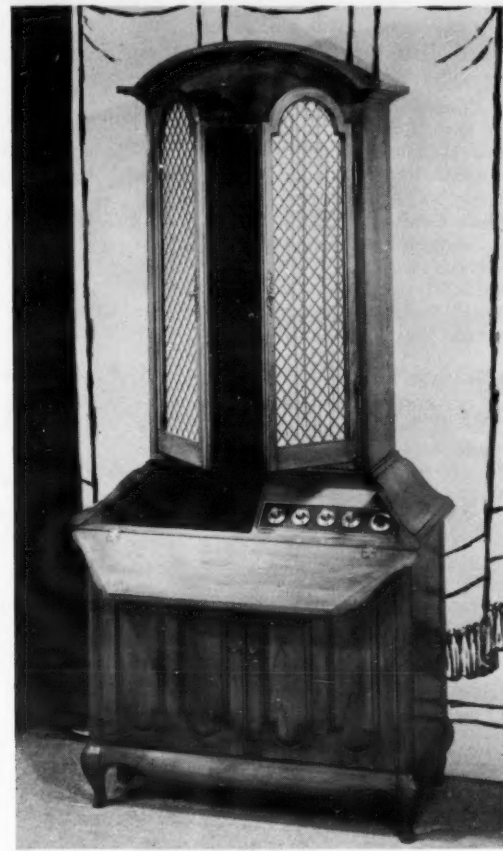
... one of nine experimental cabinets from Westinghouse made to point new horizons in TV, hi-fi shape and form. Prices? Over \$500. Production plans? Long range. Hunt board? A table for serving brunch to fox hunters.



TV'S ARE 19-INCHERS to keep furniture scale small. Swivel pop-up at right vanishes into block table. Fold-back door model above features real drawers. Line is designed by J. Gordon Perlmutter.



HALF MOON STEREO has sunken changer, fold-back doors, front and rear firing speakers. Low cabinet is scaled from classic hunt board design.



SLIM FRENCH PROVINCIAL secretary becomes stereo as front panel drops, pleated doors swing open as wing speakers. Drop down bin holds records.

NARDA School Seats Still Open

Earl Kintner, chairman of the Federal Trade Commission, which has been cracking down on false and misleading advertising, will be featured speaker at the NARDA School of Management Aug. 8. The school again will be held at American University in Washington Aug. 7-13.

Others in the industry will speak throughout the week at lunch time gatherings. Dan Packard of Geyer, Morey, Madden & Ballard talks on Tuesday. Wednesday it is William C. Wichman of Hotpoint and G-E. Thursday John Burns, president of RCA, speaks. Joseph Elliot of York is Friday's lunch speaker. In addition, top men in the field of finance will speak, including Norman Smeltzer, vice president of General Electric Credit Corp., and N. Rockefeller, general sales manager of Westinghouse Credit Corp.

NARDA is keeping the enrollment down to 150 this year, because last year's 176 bulged the class beyond manageability. But because of cancellations for personal reasons, NARDA has announced that there still are a few vacancies.

Students at this year's school will not swelter like predecessors. The new dormitory, named Hughes Hall, is air conditioned. Nicknamed the "Hughes Hilton," the new quarters are relatively palatial.

Dean Nathan A. Bailly, Dr. Harold Wess and Prof. William R. Davidson will again preside over the faculty.

WORLD APPLIANCE NEWS

- British television affected by credit squeeze caused by the government's monetary policy; Germans enter refrigeration.
- Color television is being shown in Leningrad, but the Russians seem to be having trouble with their color television tubes.
- Rumania plans major increase in the production of electrical appliances through quotas and operations of state-owned plants.

LENINGRAD (McGraw-Hill World News)—Experimental color TV programs are now being broadcast twice a week in this Soviet city. But visitors who have seen the programs say the Russians are having trouble. Main problem, they say, is the incomplete technology of the color tubes. Black-and-white reception of programs sent by the color station is reported excellent.

LONDON—A major German refrigerator manufacturer, Hans Liebherr, soon will begin production in Britain, a move which surprised no one since Liebherr recently merged with a British company, Merseyside Engineering (Refrigeration), Ltd. Merseyside makes a range of appliances under the trade name "Everest."

In Britain, the new company will keep the name Merseyside Engineering (Refrigeration), Ltd., and "Everest." And the company will export to the commonwealth as well as supplying the domestic market.

LONDON—One of Britain's major television manufacturers, Murphy Radio, Ltd., has cut back TV set output at its Hirwaun, Wales, factory. A Murphy spokesman attributed the cutback to falling public demand, aggravated by the govern-

ment's reimposition of credit and installment buying controls.

The government's credit squeeze also got the blame earlier when Hoover, Ltd., a subsidiary of Hoover Co. in the U.S., dismissed about 800 workers, about 10% of its total work force. A Hoover spokesman said all products had been hit—washing machines, vacuum cleaners, floor polishers and irons—but not to an equal extent.

VIENNA—Rumania's new six-year economic development program calls for major increases in production of electrical appliances by the state-owned industry, according to reports reaching here. Aims by 1965: An 80% increase in the number of radio sets produced over the 167,000 of 1959; television production to reach 130,000, compared to none last year; refrigerator production to reach 50,000 units, compared with 4,100 in 1959, a jump of 1,130%.

JOHANNESBURG, South Africa—Pressure is building up here to force the government to permit establishment of television stations. But political leaders are adamant against TV. One told Parliament that a government network would be too costly and a private network wouldn't pay.

Frigidaire Gives Box 'Allowance'

In the wake of G-E price cuts on four refrigerators (EM Week, July 11, page 1), Frigidaire last week changed its "no comment" on the price picture to the following:

"Sales allowances, ranging from \$6 to \$40, have been placed on many models of the Frigidaire refrigerator line in order to help dealers meet competitive pressures.

"Since the introduction of Frigidaire's 1960 refrigerator models, some last fall and others this spring, there has been no change in prices... The present allowances, which will be in effect for an indefinite period of time, are not price reductions."

A Frigidaire dealer, in discussing the move with EM Week, said 16 models were affected—all but the top-of-the-line FPI15, around \$700, and a conventional 13-cu.-ft. model, around \$250.

'Dehumidifier' for Crackers Introduced to Dealers

Graybar Co. introduced the Brisker last week in Chicago. It's a new traffic appliance, retailing at \$19.95, that keeps foods like crackers and cookies crisp—a kind of food dehumidifier.

Looking like an out-size toaster in chrome and black plastic, it operates off 115-volt ac. Models are coming out for use off car and boat batteries. Department store reaction has been enthusiastic, said Graybar. It's a product of Columbia Manufacturing Co.

The advertiser, bless him! (and we have) Our friend the advertiser is your friend the manufacturer. An important guy...with a big job to do...getting through to *you*. And EM Week made the job more do-able. How? With ideal every-Monday frequency...largely eliminated production expense and delay...an enticing rate structure...a better looking presentation...and a matchless audience (*more dealers buy and read EM Week than any other appliance publication*). Canny advertisers know that for product and promotion news **every Monday the Pros read**

ELECTRICAL MERCHANDISING WEEK



Biggest paid dealer audience

Ideal every-Monday frequency—new fast closing

Low base rate • Lower bulk rate • Special continuity and impact discounts

Engraving expense, delay largely eliminated

Finest product presentation • Low-cost full-color

Budget-stretching merchandising options

COLUMBIA Phonographs

THE SOUND THAT

15 ways to sell something
everybody buys:
PURE PLEASURE
at POPULAR PRICES

Columbia's proposition to the listening public and the dealers and salesmen who will be talking to them:

The Columbia concept for 1961 is this: Pleasure unlimited . . . pure and simple . . . at prices everyone can afford!

What phonograph equipment can do more? Actually, anything beyond this is pure gadgetry.

The new Columbia Phonographs are designed so that they can be sold by the simplest, most effective technique of all — just letting your prospects listen. *No gimmicks required.*

The new 1961 Columbia Phonographs with "The Sound That Takes You There" close the sale by themselves. For this is stereo high fidelity that transports your customers right to the recording studio, the bandstand — wherever the music was originally performed.

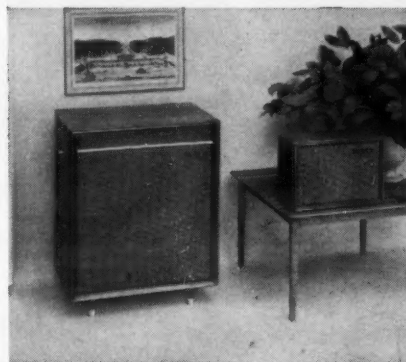
The Columbia 1961 line is singularly free of complicated gimmicks and gadgets. These are phonographs that feature one important thing — pure listening pleasure — produced by good *sound* engineering. And this is something at which Columbia sound engineers excel. Since 1888, getting the most out of recorded sound has been their "stock in trade."

It doesn't take gimmicks to create values. In fact, gimmicks get in the way of big-volume selling. They clutter up costs. They confuse the customer, and they even confuse the salesman.

With a new Columbia Phonograph all a customer has to understand is this: it has "The Sound That Takes You There." Just invite your prospects to bring in a treasured record, regular or stereo, and hear it reborn on a new Columbia Phonograph. *Then* they know. Then they realize how much better all their records will sound on Columbia high fidelity consoles and portables.

They see how beautiful the equipment looks, how well it plays, how simply it operates. And when they're exposed to all the new 1961 models from Columbia, they have only one decision to make. Which one will it be?

One thing for sure, they won't be confused about which *brand* to buy. For by this time they know, that model for model, dollar for dollar there is no greater value in *sound* than Columbia for 1961. Columbia Phonographs, CBS-Electronics, 405 Park Ave., New York 22, N. Y.



Columbia C-1455. Low-priced, full-voiced 4-speaker stereo phonograph with Columbia's "Stowaway" speaker system that can be placed anywhere. Mahogany, \$139.95; Oiled Walnut or Blonde \$149.95.



Columbia C-1457. "Custom Trio." Versatile 5-speaker stereo including twin "Stowaways." Mahogany, \$159.95; Walnut or Blonde \$169.95. Has its own step-up feature—is also available with FM/AM radio.



Columbia C-1203. The "fashion first" in 4-speed portables. Tri-color travel case in brown, tan and white sells on sight. Sells on sound, too, with big performance. Great gift item at only \$24.95.



Columbia C-1205. The "Duet." Twin-speaker 4-speed portable with special needle that safely plays stereo records monaurally. Charcoal gray and white travel case. Also blue and white. Priced to sell at \$29.95.



Columbia C-1209. Stereo automatic 4-speed portable with two full-range 5-inch speakers, one front mounted, the other remote. High fashion luggage styling in blue and white. Real value at \$79.95.



Columbia C-1211. The "Playmates." Automatic 2-speaker stereo. Combination remote speaker and record carrying case comes complete with 6 free stereo records by top artists. Hot promotion at \$99.95.

COLUMBIA
Phonographs®

This is stereo high fidelity
you can plug right into your

for 1961 presents

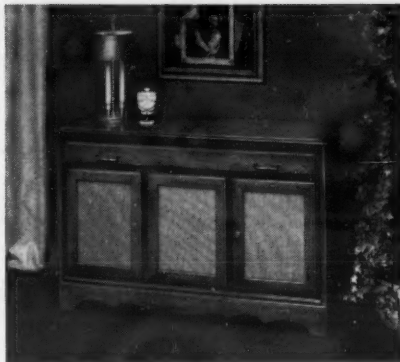
TAKES YOU THERE



Columbia C-1459.
Stunning 6-speaker projection stereo phonograph with record storage compartment. Mahogany or Oiled Walnut, \$199.95. Also available with built-in Columbia-engineered FM/AM radio.



Columbia C-1463.
Dramatically designed 5-speaker wide projection stereo. Big tone quality, big value. Mahogany, \$259.95; Cherry or Walnut, \$269.95. Also available with built-in FM/AM radio.



Columbia C-1469.
Custom-crafted complete stereo entertainment center. De Luxe 5-speaker system. Complete with FM/AM radio. Diamond stylus. Classic beauty in Cherry or Mahogany, \$450.00.



Columbia C-1201.
The "Teen-Timer" . . . teal blue and terrific! 4-speed portable plays both regular and stereo records. Washable, crush-proof case. Great value and great traffic builder at only \$19.95.

COLUMBIA the BIG line for 1961

The Columbia line is the BIG line for 1961. *Big* in variety—*big* in step-up models—*big* in values—15 *big* value models to choose from. And with big profits for Columbia dealers there is something *big* for everybody.

And there's a **BIG PUSH** behind Columbia. *Big* promotion, month after month. *Big* concentrated newspaper barrages in key local markets—the *biggest*, most relentless news-

paper campaign in Columbia Phonograph history. And this is backed up by radio and *big* national ads in leading consumer magazines throughout your peak selling season.

It all adds up to one *big* fact: Columbia means business in phonographs—**BIG BUSINESS!** Why not get set up fast? Have a talk with your Columbia Distributor, right away.

All prices shown are manufacturer's suggested retail prices.



Columbia C-1207.
Fully automatic at a low, low price. Precision changer plays 7, 10 and 12-inch records. Flip-over cartridge, jeweled stylus. High styling in brown and tan with golden metal trim. \$49.95.



Columbia C-1215.
Maximum stereo flexibility at minimum cost. Automatic with twin movable speaker units. Speakers swing out or can be detached. Saddle leather tan or charcoal gray case. \$99.95.



Columbia C-1217.
The De Luxe "Trio." 3-speaker, 3-amplifier Automatic. Twin remotes that swing out on electronic hinges. De Luxe all-channel stereo. Charcoal case. Powerhouse performance. \$129.95.

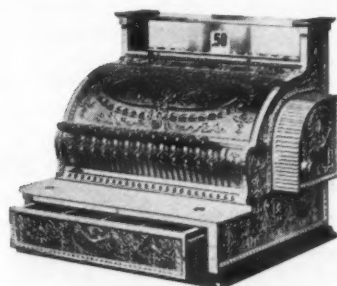


Columbia C-1219.
The Custom "Big Six" of stereo portables. World's finest high fidelity portable with six speakers. Genuine diamond stylus, advanced 20 watt stereo amplifier. De Luxe changer. \$149.95.



Columbia C-1221.
The Custom "Quartet." Portable stereo that has everything. Six speaker stereo system, FM/AM simulcast radio, diamond stylus, Columbia CD cartridge, two "remote" speakers. \$189.95.

cash register:

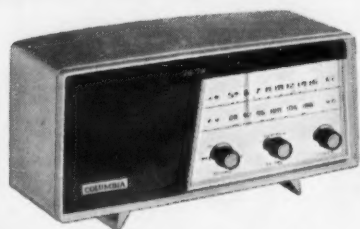


Columbia Model C-\$\$\$\$\$.
Columbia's bell ringer for 1961. Busiest model in your store. Takes a real pounding all year long. Has the pleasantest sound in the world.

TURN THIS PAGE—EVEN MORE

PROSPERITY IS JUST AROUND THE CORNER . . . ➤

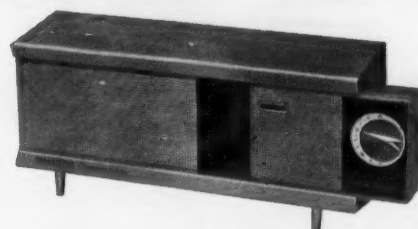
Columbia announces two important new expansions of its dealer franchise Radios...and Tape Recorders



FM-AM TABLE RADIO
the Columbia "611"—6-tube circuit offers superb performance at a realistic price. Full-voiced 5-inch speaker, illuminated slide-rule tuning, built-in FM and AM antennas. Outstanding value. Choice of Ivory or turquoise. Model C-611. \$49.95.

5
all-new

Columbia RADIOS



"TRANSISTOR CONVERTIBLE"
—pocket-size portable uses its own speaker, or plugs into enclosure with 4-inch speaker for table radio performance. 6 transistors, 2 diodes, antenna, carrying case, private earphone. 2-tone gray or coral red, gray. Model C-610. \$49.95.



FM TRANSISTOR
plus AM plus Short Wave aircraft and marine weather. "TRIUMPH III" has 9 transistors, 3 diodes, telescope antenna, push-button band and tone selection. An amazing performer that almost sells itself. Black or tan. Model C-615. \$99.95.



DISTINGUISHED, 3-WAY PERFORMER!
The Columbia "625"—FM, AM and short wave bands. High fidelity sound with 8-inch and 3-inch speakers. Magic-eye tuning, built-in antennas, phono jack. Imposing ebony cabinet, 23 3/4" wide, 13 1/4" high, 8 3/4" deep. Model C-625. \$119.95.

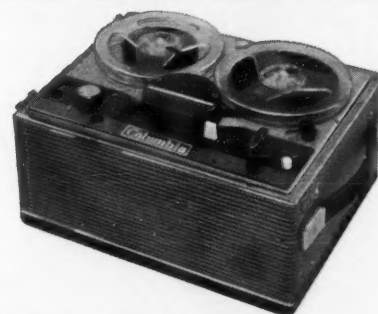


TRANSISTOR PORTABLE
the all-new Columbia "605"—transistor radio with superb quality sound, operates on economical flashlight batteries. 5-inch speaker, 5 transistors, 1 diode. Built-in antenna. Tan or oyster white. Model C-605. Priced to sell—at \$29.95.



"PORTA-CORDER"
—book-size portable transistorized tape recorder has big performance with battery economy. Ideal for business use or family fun. Plays or records up to 30 minutes at 3 3/4 inches per second. Includes microphone, 3-inch speaker, 3-inch reel of tape and take-up reel. Ivory or black leatherette with metal trim. Columbia "695-TR", \$129.95.

2 exciting new Columbia TAPE RECORDERS



SPACE-SAVING TAPE RECORDER
—portable 2-speed tape recorder, plays or records up to one hour with full fidelity. 7 1/2 and 3 3/4 inches per second. 6-inch oval speaker, dynamic microphone, pick-up for radio, TV or phonograph, 5-inch reel of tape and take-up reel. Plugs into any regular AC power socket. Black and charcoal case, chrome trim. Columbia "690-TR", \$89.95.

All prices shown are manufacturer's suggested retail prices. Prices slightly higher in some parts of South and West

With the Columbia franchise you're in business like never before!

GO-ALL-THE-WAY WITH COLUMBIA . . . and capitalize on the Columbia name in two more, big, important areas...with 5 new radios, 2 new tape recorders . . . and *no gimmicks!* Each of the new Columbia radios and tape recorders is popular-priced and packed with value . . . marketed by Columbia because it's designed to **SELL!** Don't miss the wonderful money-making opportunities that are yours when you *go-all-the-way* with Columbia.

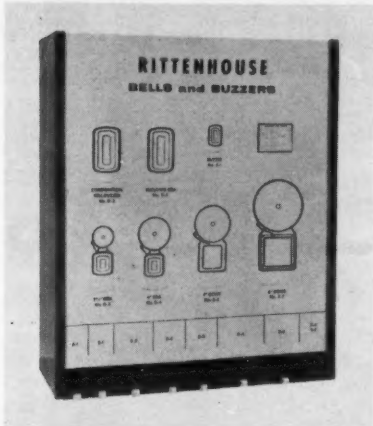
Now, with the Columbia franchise so increased in value, it is more important than ever before to talk with your Columbia Distributor . . . right away. Columbia Phonographs, CBS-Electronics, 405 Park Ave., New York 22, N. Y.

COLUMBIA Phonographs

Radios and Tape Recorders mean Big Business!

CAN YOU USE?

What makes people buy? You'll find many answers and how to use them to make sales in a new book by an experienced and successful salesman. "The New Psychology of Selling" (McGraw-Hill, \$5.95, 276 pages) was written by Melvin S. Hattwick whose experience ranges from door-to-door sales to counseling top managements on multi-million dollar marketing plans. He is presently director of advertising for Continental Oil Co. and knows what's what when it comes to people and sales. Hattwick discusses "selling the prospect the way he likes to buy," and presents simple psychological principles applicable to many situations. His technique is further explained by the use of case histories.



BELL AND BUZZER dispenser works like a vending machine and holds over 150 units. Available to dealers and distributors from Rittenhouse Co., Honeoye Falls, N.Y.

Retail ad and promotion ideas—1,593 of them—are spelled out and illustrated in the 480 pages of "NRB Retail Advertising & Sales Manual" (\$16.95 from National Research Bureau, Inc., 415 N. Dearborn St., Chicago, Ill.). The original NRB manual, published in 1958, is out of print. Volume II, published this year, comes with the same 10-day free trial and money-back guarantee if you are not satisfied. All ideas in the book, gathered from retailers all over the country, are indexed and classified in 10 sections. All ideas may be adapted or copied directly by the dealer who purchases the book. All ideas were successful when first used.



STROBE LIGHT AND DISC kit checks turntable speeds, is packaged in plastic on a rack card by Robins Industries Corp., Flushing, N.Y. List price is \$1.50.



Plan Her New Kitchen With Hotpoint Kit

Working with blueprints and floor plans, dealers have often had a hard time getting a customer to visualize just how a remodeled kitchen with new appliances would look. Scale model kit (see picture at left), now available from Hotpoint distributors, helps dealers show a customer her new kitchen, complete with colors and styles, before she buys. The kit contains scale models of Hotpoint's kitchen-laundry appliances, plus floor coverings, wallpapers, cabinets, sinks, snack bars and paint colors. The whole works packs into a carrying case so that a dealer can take it out to a customer's home as well as design a new kitchen in his own store.

YOUR FREEZER SALES FUTURE IS IN FROST-CLEAR

ONLY GIBSON DELIVERS AT PRICES THAT MAKE VOLUME SELLING POSSIBLE

Frost-Clear is a *must* for volume freezer merchandising—and Gibson gives you Frost-Clear in the price range of conventionals. Here's the answer for today's sophisticated shopper who *knows* the advantages of Frost-Clear, yet has held off buying due to high prices. Now, turn "shoppers" into buyers with Gibson's hot, new Model 415 Frost-Clear upright.

All the features you'd expect in a deluxe food freezer—Frost-Clear from top to bottom, Zero fan freezing, adjustable door shelves and juice can racks, safe operation signal light and Food Protection Plan. 14.00 cu. ft., 490 lb. capacity.



MOVE MILES AHEAD IN FROST-CLEAR

get going...get

Gibson

Gibson Refrigerator Division of HUPP Corporation, Greenville, Michigan

NUMBER **35** IN A SERIES
OF WEEKLY GIBSON MESSAGES
TO ALL APPLIANCE DEALERS



APPLIANCES ARE A SIDELINE, and a profitable one, for Keller, who is basically a grain dealer.

Those are empty feed sacks dealer Ernest Keller is loading into the washer-dryer. Down-to-earth demos like this enable him to sell...

20 Combos a Year In a Town of 300

Keller does it by meshing some clever merchandising ideas with an old-fashioned, personal selling approach.

Keller is basically a grain dealer (his store is E. E. Keller Feed & Coal in Kunkle, Ohio), which helps explain that attention-arresting demo. When farmers bring in their grain to be weighed, Keller tosses the empty feed bags into a combo which he keeps hooked up on the display floor. Customers usually comment on the sparkling-clean feed bags and Keller is quick to suggest a free, two-week home trial. And whenever a customer takes him up on the home trial offer, Keller has sold a combo. "No one has ever brought one back," he explains.

HANDLING THE HOME TRIAL IS IMPORTANT. When Keller puts out a unit on a trial, he delivers it to the customer's home and runs it through a full cycle there. He won't leave the home until he's sure the customer understands how to operate the unit. This usually takes an hour or more, but it's an important part of his selling technique.

Two weeks later, Keller checks back in person to answer any questions and to close the sale. And rarely does this return visit require much selling. Customers have already seen the unit in action at the store and had a chance to try it themselves in their home. Says Keller: "That's usually all it takes. This is the sort of thing that sells itself."

His grain business helps Keller in another way. Because he sees everyone in Kunkle—and

the surrounding countryside—at least twice a year, he knows who's in the market for what. "When I hear of someone wanting to buy a washer or dryer," he explains, "I drive out and see them. We sit around and talk for a while and then I steer them around to a combo."

BUT WHY ONLY COMBOS? "I'm sold on them myself," Keller answers. "I like to work on them and I don't see why anyone should buy two units when they can have everything in one package. That's the way I explain it to my customers."

He doesn't think he's sold five washer-dryer pairs in the past two years.

Keller, who handles all his own service, doesn't believe combos require more attention than separate washers and dryers. He has found he repairs no more than six or seven combos a year. With some 20 combos out, that means the average unit goes three years between service calls.

He does have one complaint against manufacturers; he feels they don't test each unit sufficiently before it leaves the factory. "They ought to put every unit on a block and test it for 24 hours before it leaves the plant," he thinks. Since manufacturers don't, Keller solves the problems in another way.

He puts his newest units on the floor as demos, and leaves them there for a week or more. This permits him to detect and remove any bugs in the piece. A customer usually buys the unit he saw demonstrated on the floor and



Keller's pitch here is, "You saw the machine operating and you know there's nothing wrong with it. It's been fully tested for a week so you won't have a bit of trouble when you take it home."

PRICES ARE FIRM IN KUNKLE. Keller rarely bargains with his customers. Each unit has a list price and that's exactly what it costs. "I don't like to cut prices any more than I have to," he says.

Keller will take a trade-in, though. In this type of community, most exchange pieces have been in use for five to ten years and only a third of them can be rebuilt. When a unit can be saved, Keller does the repair work, when it can't, he pulls the motor and junks the shell.

THIS IS THE BACKGROUND. Keller opened his feed store 26 years ago, branched into appliances about five years ago. Assisting him in the store are his son (just back from a hitch in the Army), an office girl and another man for the grain side of the business.

Keller carries laundry units plus some refrigerators and ranges, but he won't touch television. If a customer wants a TV set, Keller will order it, but that's the limit. It's up to the customer to have the set serviced. Nor will Keller take a trade-in on a television receiver.

For Keller, his appliance sales are a profitable sideline to his grain business. "I went in looking for a little more money," he says frankly, "and it's turned out pretty nice."



BROCKWELL says

'Sensible Scheduling Assures Production'

Some of the servicing dealers who feel they are about ready to hire another repairman to carry an increased service department load may need nothing more to ease the squeeze than improved scheduling of repairs and installations.

For if a serviceman usually has to dart back and forth across his territory throughout the day in a frenzied effort to handle too many so-called rush orders, he may spend more time riding than he does repairing.

Moreover, a mechanic cannot do his best work in such a wretched atmosphere. Technical errors, which have to be rectified free of charge, pile up disproportionately and cut production time even more.

If your service department is in such a fix, or appears to be drifting in that direction, consider as a preliminary step toward effecting a remedy these two points:

1—Call clerks who haven't learned how to appease cantankerous customers will, for fear of further displeasing them, promise almost anything to end the conversation. But the easily intimidated clerk may not be entirely to blame if one's service department operates in a constant uproar.

2—We know there are customers who demand unreasonably quick installations on pain of buying a new appliance elsewhere. But experience has proved that many salespeople are prone to volunteer speedy hookups, even to the most considerate and agreeable buyers. Why? If it's to impress the buyer with the firm's topnotch service, there is a way to create an even better impression and undoubtedly a more lasting one.

Let us say a housewife decides to make her middle-aged husband a present of an electric dishwasher (his first one) and she closes the deal in your store at 11 in the morning. Now what possible difference could it make to either of them whether the machine is ready for use today, tomorrow or the day after?

So, if your salespeople tend to capitalize on speedy installations, why not encourage them to stress instead, in appropriate cases, the superior quality of your installer's workmanship? A salesperson can drive home such a message indirectly (and untainted with boasting) by using a bit of banter aimed at the serviceman which might run something like this.

Says the salesman: "We might be able to sandwich in your installation late today or early tomorrow morning. But," he adds, smiling, "our serviceman is a meticulous character. He's not only fanatically painstaking with repairs, but says he must have extra time on installations so that he can go over

all the fine points twice to be sure he's done a flawless job. A real fuss-budget. But let me check our service assignments to see if we could manage your installation today."

Few buyers—except those who

desperately need a hurried installation—would be likely to press you for a quickie after a speech like that.

If any of your clerks are too easily shaken by a dictatorial voice, it would be well worth your while to acquaint them with some of the basics of pacifying difficult customers that you've proved in practice. Also, impress upon them these specific points:

It is the call takers responsibility to (1) decide, uninfluenced by the customer's demeanor, which repair jobs merit special attention by weighing the circumstances attending each appliance failure; (2) keep in mind the degrees of urgency, that is, how failure to render service promptly would threaten the customer with hardship or loss; and (3) schedule noncritical calls for a

day or two ahead, when the volume of work demands it, to facilitate economical routing.

Your clerks can learn also how to time service assignments roughly and thus avoid making promises the serviceman cannot keep. Suggestions on that subject will appear in a later issue.

ABOUT THE AUTHOR—P. T. Brockwell's name is a familiar one to the readers of EM Week. His articles on effective service management have earned him a wide following among appliance dealers and his two series of articles on repairing both major and small appliances have been reprinted in book form by the McGraw-Hill Book Co. A serviceman himself for many years, Brockwell turned to writing when eye trouble forced him to leave the service field.



Here's the one
COMPACT PORTABLE
with console features
Hoffman '61

**Tell your customers about this
all-new Compactable 19 and watch
your portable sales Skyrocket!**

NEW!

19 inch Bonded Image picture tube... no corner cutting mask, bonded lens collects no dust to dim picture, distortion-free, 2/3 less room light reflections.

NEW!

Unitized chassis, hand-wired with full power transformer. Designed for maximum heat dissipation, easy serviceability. Gives outstanding performance in fringe areas!

NEW!

Full Year Warranty all parts and tubes! Vinyl-covered aluminum case in black & silver, white & gold, tan & gold. Competitively priced!

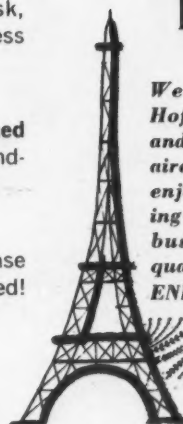
There's no TV—Stereo—Radio quite like Hoffman!

Hoffman Electronics Corp., Consumer Products Division
6200 South Avalon Blvd., Los Angeles, Calif.



**Suivons
Hoffman '61**

We translate: Go to Paris with Hoffman next May. 2,000 dealers and wives will make the trip by jet aircraft, stay in first class hotels, enjoy fabulous parties and interesting side trips. Five glorious days of business and fun. It's easy to qualify. Call your distributor and **ENROLL NOW!**



No Name Can Be a Good Name . . .

says Miami distributor Marshall Litvak who three years ago gave up on nationally advertised brands and began handling Zenith appliances. He's doubled his sales in each of those three years by carefully controlling his dealer structure. Here's how he does it.

The controlled distribution plan is built around a gentleman's agreement which, in effect, gives a Zenith dealer exclusive coverage in his shopping area.

In many cities, this means only one Zenith dealership in the area. In bigger communities, Litvak picks a dealer for each shopping area—but where there's any danger of two dealers overlapping, Litvak clears the franchising of the newcomer with the older dealer.

Dealers don't mind some duplication, says Lit-

vak. In many borderline cases where shopping areas overlap, the first retailer okays the addition of a second because he feels the extra outlet will build additional interest in the Zenith merchandise.

In some cases, duplication is avoided because each dealer takes on only part of the line. Litvak has found many dealers in small communities want only certain merchandise. The rest of the line in such cases can then be given to a second dealer.

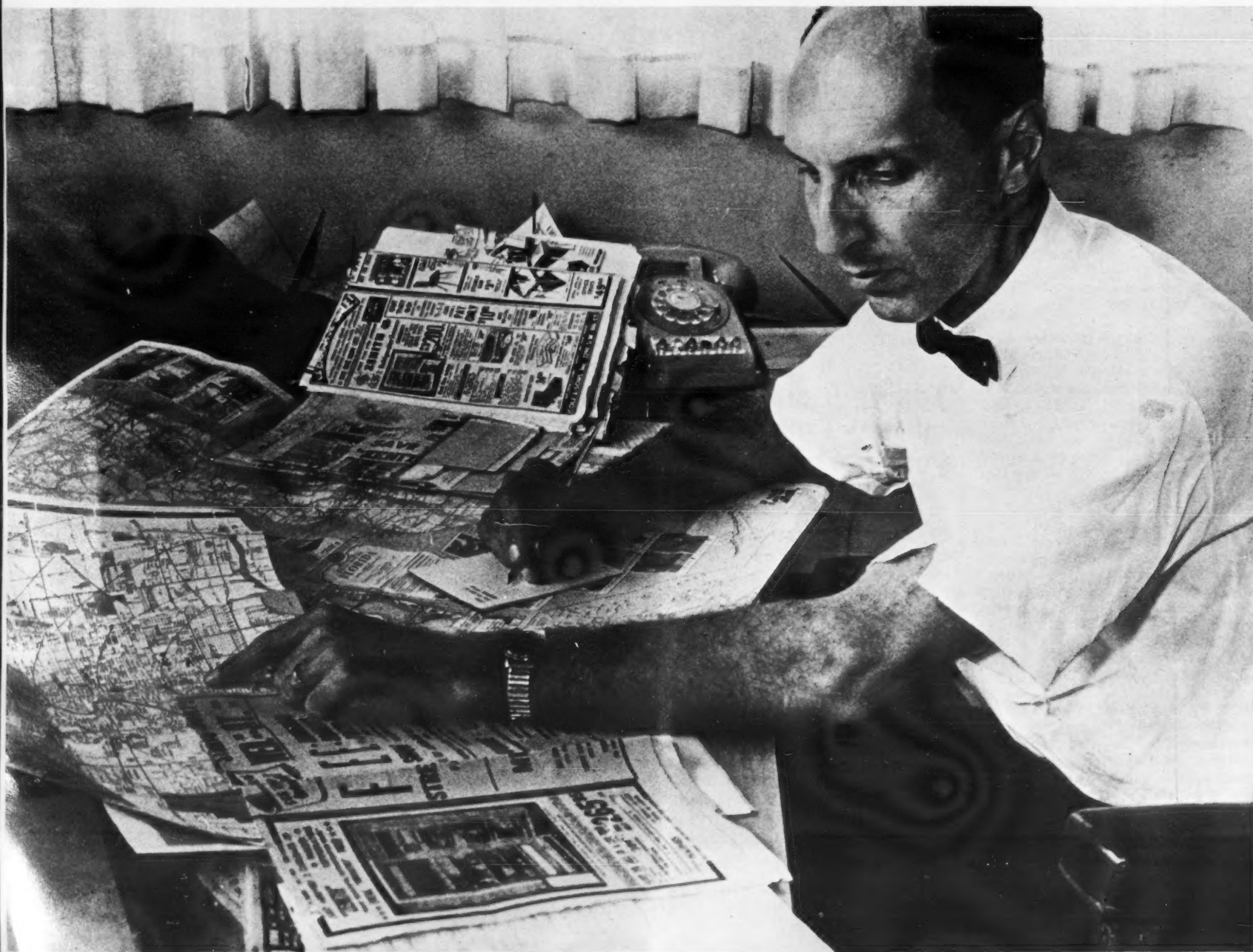
"We have one case," says Litvak, "of two deal-

ers being located next door to each other. One is an appliance store handling a major line in addition to ours; the second is a furniture dealer. The latter granted permission for the appliance dealer to handle the top of our line. It has worked out beautifully."

In picking dealers, Litvak knows what he wants. In the average community he usually goes after the larger dealer. In bigger cities, however, he finds that some key stores have so closely identified themselves with a name brand that he can't

Here's how Litvak controls his distribution

1 NEWSPAPER ADS and city and area maps are studied by Litvak in an effort to decide which dealers he really wants in a community.



use them. Even so, Litvak pays a courtesy call on these outlets, often offering them whatever part of the Zenith line will fill out the merchandise selection they now carry.

There's one other reason why Litvak isn't anxious to get key discounters in big cities. He feels such accounts often try to dictate to the distributor and price merchandise to "cut the life out of a line."

Litvak doesn't want exclusive dealers. He believes a retailer should carry two or three appliance lines. And he feels that at least one of these appliance lines should have strong consumer acceptance. He carefully avoids adding retailers who handle lines with poor acceptance in their shopping area.

Price stability is one thing Litvak's dealers can count on. When he does sell a discount operation he establishes a minimum price. These outlets must also submit their advertising for prior approval. In return, the big merchant can be sure that regular dealers handling the line are not footballoping prices.

To give his dealers room for promotion, Litvak will allow cut price advertising on certain models, usually restricting this privilege to slow-movers with limited market. "Or maybe it's something which has been a good item, but the number is tapering off because competition is beginning to strike at it and we want to make a hot deal out of it. We pick something we know is not going to hurt dealers who have a stock of that model, or those who have been doing a volume on it. If it has been selling, we'll play the piece down a while before slashing prices."

Almost all such price promotions are tied up in some sort of merchandising package so that other dealers will have a ready answer for customers who may point to the discounter's prices. The gimmick may involve a "low weekly installment" approach or be offered as a "big discount." But comparison pricing is seldom used. A second appliance at full list may be the gimmick that turns a reluctant or doubting customer into a sale.

Litvak prices his merchandise so that dealers get 100% markup on cost (except on leaders). But he prefers to have dealers think in terms of margin realized off selling price. And he maintains that his dealers can get about 30% margin in most cases with no less than 20% as a minimum on "sale" prices. Discounters, says Litvak, get 25% of the selling price as profit.

On leaders, Litvak sells to the dealer at 40 off list. On advertised leaders pieces he sells at 30 off list.

Ambassador offers floor planning and a 50-50 co-op ad plan out of its own funds. "A dealer willing to pay half the cost is one who has thought it over seriously. He knows his market better than we do so we go along with him," says Litvak.

How does Litvak convince dealers to take on a "non-name" brand instead of handling one of the better known lines? His selling approach is that the line offers quality products at competitive prices without discount advertising and too close competition from dealers who are jammed in around the location.

"If the dealer is a furniture store, we have the protection to offer him that he'll not have his prices thrown around," Litvak declares. "If he's an appliance dealer, we have to offer him the profit he doesn't make in his other lines."

"We tell dealers the line is second to none in quality, equal to anything on their floor, and priced better."

"Our biggest appeal is this comparison of our line with what the dealer already has on his floor. They are not lowering their standards selling our merchandise at \$100 less on a number, and making more money doing it," states the distributor.

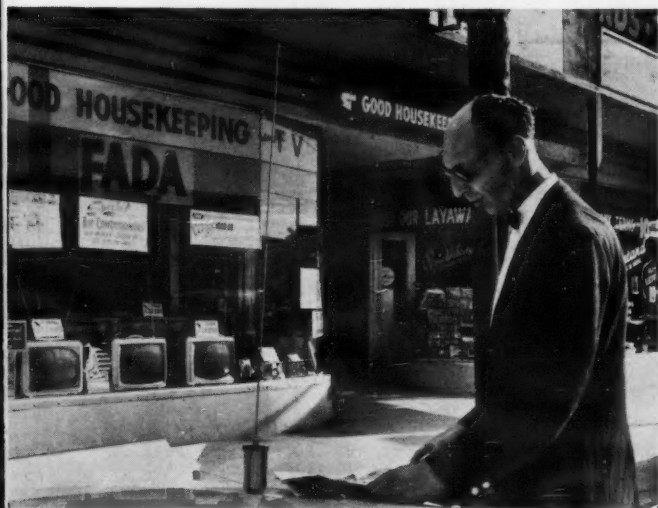
"Sometimes a dealer argues he's got to work to sell a line for which nobody asks. Our answer is that people more and more accept the fact appliances are much alike except for special features. The consumer believes everyone makes an operative appliance so a price differential is unwarranted," states Litvak.

"Prevalent today is the assumption there are only so many basic manufacturers regardless of the label. In fact, the consumer is looking less to brand names because so many manufacturers in recent years have dropped altogether their unprofitable lines."

"Dealers too are becoming distrustful of the big companies for the same reason the consumers have voiced."

"Since fewer and fewer people are coming in to ask for a name brand, they'll listen when it costs them less money," debates the distributor. "They're willing to be sold something else, and they're willing to take the recommendations of reputable dealers."

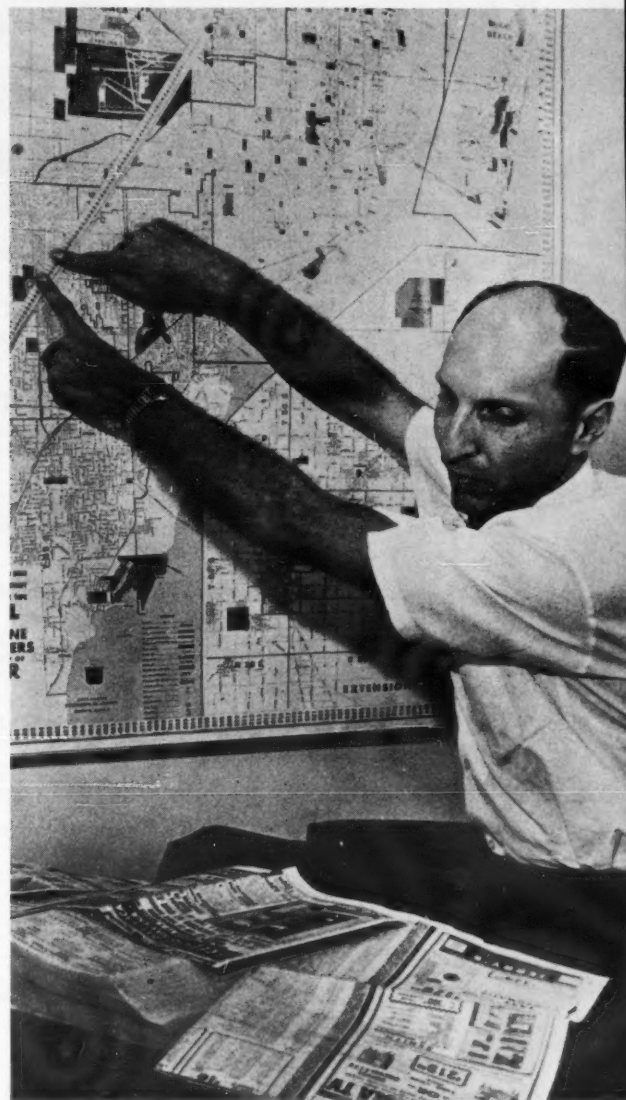
2 CHECKING OUT his preliminary studies, Litvak tours area to check at first hand the dealer's business position.



3 FIRST CALL is a social one over a cup of coffee. Litvak inquires as to whether Sid Haft of Furniture Supermarket would be interested in the Zenith line. Dealer can indicate which models he wants to handle. If he's not interested, Litvak asks him for suggestions for other stores.



4 FRANCHISING is in the form of a gentleman's agreement, signified by a handshake, in this case with Stephen DeBruin of Jerry's TV and Appliance Sales.

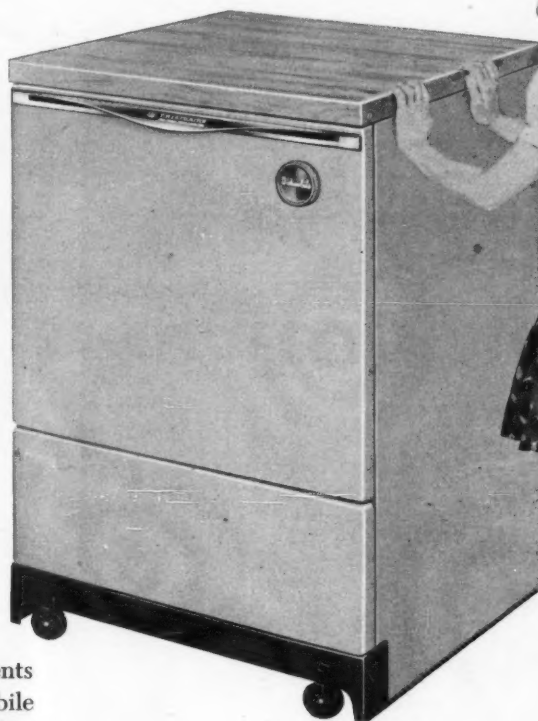
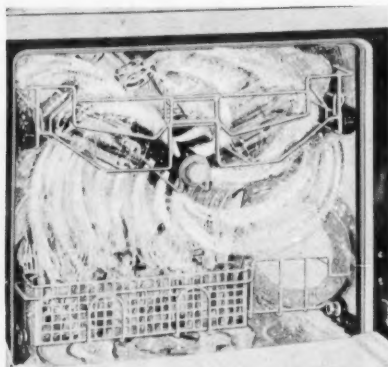


5 BEFORE ADDING SECOND DEALER in area, Litvak checks Dun & Bradstreet ratings and city directories and maps to determine whether area will support additional retailer. Then he gets clearance from the original dealer.

Go after the "buy now—build-in later" market with the

new Frigidaire "Dishmobile"

It's the full-size mobile dishwasher with features usually found only in built-in under-counter models!



EXCLUSIVE SWIRLING WATER ACTION
forces water—too hot to touch—directly over every soiled surface. No dish can hide.

FULL NEMA 12 PLACE-SETTING CAPACITY
—Holds and stores a full day's dishes for an average family of 4.

EASY FRONT LOADING—Big Roll-To-You Racks glide all the way out. Load any place... any time.

This is more than a new Frigidaire mobile dishwasher—it represents a big new market for you—the countless families who want a mobile dishwasher that can easily be built-in later in present home or in that dream home to come.

From maple chopping block top to smooth-rolling casters, it's a Frigidaire value through and through:

- Swirling Water Action scrubs and sanitizes every dish surface
- Big Roll-To-You Racks hold full day's dishes for an average family of four
- Easy front loading
- Single Dish-Minder Dial for simplified control
- Serving cart quietness and movability
- Available in Mayfair Pink, Sunny Yellow, Turquoise, Charcoal Gray, Aztec Copper and Snowcrest White
- No installation
- Easily built into Standard Cabinets. 23 $\frac{15}{16}$ " wide x 24 $\frac{1}{2}$ " deep x 34 $\frac{1}{4}$ " high with panels, casters and wood top removed

Sell the full Frigidaire Dishwasher line!

Satisfy the booming dishwasher market with the line that has the greatest sales appeal.

- Built-in Under-counter Models
- Free-standing Model
- Full Size Dishmobile
- Economy Mobile Model
- Dishwasher-Sink Combination

For more information, call your Frigidaire District office, or write Frigidaire Division, General Motors Corporation, Dayton 1, Ohio.



FRIGIDAIRE
PRODUCT OF GENERAL MOTORS

Advanced Appliances designed with you in mind

DATELINE EUROPE

By LAURENCE WRAY, EDITOR

Nobody asked me, but . . .

1. You get the smallest drinks in England and Germany. Order a double if you want the USA equivalent of a single.

2. The motel is still unknown in Europe.



3. English taxis look like small hearses, but the courtesy of the drivers is refreshing.

4. The fetucinni at Alfredo's in Rome is something to write home about.



5. European night club gals rarely wear anything above the waist.

6. Even the best hotels in Europe rarely have either radio or television in their rooms.

7. The USA has no monopoly on clip-joints.

8. If you hire a car in Germany, get a GM Opel "Rekord."

9. English pubs don't serve ice in your drink.

10. Over 80% of the "friges" sold in England are under 4.5-cu.-ft. capacity.

11. Germany has only one TV channel and only one hour a week commercial.



12. The prettiest women are in Rome, but the friendliest in Paris.

13. Milan's La Scala has better acoustics than any other opera house in Europe, except Covent Garden in London.

14. Shrimp cocktails in Europe are far superior to ours.

15. Bavaria looks like New Hampshire and Vermont combined, with Colorado as a backdrop.



16. Don't try to do any business in Italy in the afternoon—their lunch-siestas last 'til 4 p.m.

17. You can see all Rome parade by the sidewalk cafe of Doney's, alongside the Excelsior Hotel.

18. The Coliseum looks just like the Coliseum. Ditto the Eiffel Tower.

19. Don't expect to lunch at Simpson's or Rule's in London without a reservation. You'll wait two hours.

20. You see army posts all over Germany—all American.



21. German beer is still the best.

22. Don't drive in Europe if you have a weak heart.

23. England has the healthiest looking kids in the world—and the most polite.

24. The Paris edition of the "New York Herald-Tribune" is a blessing everywhere on the Continent.

25. The view of Heidelberg from the mountain-top Schloss Hotel is breath-taking.

26. Most of London's "bobbies" look like 17-year-olds.



27. The industrial manpower shortage in Germany is critical—"pirating" is a fine art.

28. Chateaubriand with Bearnaise sauce is a meat treat.

29. Rothenberg is Germany's most beautiful medieval town.

30. The clothes dryer, the dishwasher and the room air conditioner are still unknown in Europe.

31. For good grub in Zurich, go to either Ruden's or the Hermitage.

32. The Crillon Hotel in Paris looks like a mausoleum—and is just about as comfortable.



33. Dusseldorf and Dortmund still have plenty of bomb scars.

34. You have to have a government license to own a radio or TV set in most European countries.

35. If you want to stay solvent, keep your wife out of the shops in Paris.

36. There are more wayside shrines in Germany than in Italy.

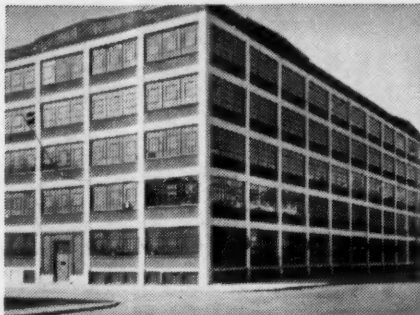
37. Strip-teasing in London's private "clubs" makes Soho's niteries look like Sunday schools.



38. The bike and the scooter are the mass transportation media in most of Europe's cities.

● In his nine previous "Dateline Europe" columns, Wray has reported extensively on the appliance-TV market abroad. This week he interrupts his business reporting to give you some personal impressions of Europe. Next week he'll be back with a column on the Italian appliance market. Watch for it.

IMPRESSIVE EXTERIOR of
Pilot Radio Corporation.



BERT HETCHKOP, CONTROLLER
of Pilot Radio Corporation.



A NATIONAL SYSTEM will quickly pay
for itself out of the money it saves.

"Our *National* Accounting System
saves us \$13,200 a year...
returns 123% annually on investment."

—Pilot Radio Corp., Long Island City, N.Y.

"Our National Accounting System has proved to be an extremely economical investment and we have benefited from it in other ways.

"Our National Accounting System is so flexible, we use it for processing all our accounts receivable, accounts payable, and payroll. This data is compiled quickly and precisely. The speed of our National System eliminates any necessity for hiring additional accounting personnel. What's more, this speed permits us to keep our records current at all times.

"The consistent accuracy of our

National System assures us of more reliable records—without mentally computed errors... or careless mistakes. In short, our National System is most efficient.

"We know our National Accounting System saves us \$13,200 a year... returns 123% annually on investment."

Bert Hetchkop

Controller
of Pilot Radio Corporation

Your electrical business, too, can benefit from the many time- and money-saving features of a National System. Nationals pay for themselves quickly through savings, then continue to return you a regular yearly profit. Ask us about the National Maintenance Plan. (See the yellow pages in your phone book.)



*TRADE MARK REG. U. S. PAT. OFF.

National*

ACCOUNTING MACHINES

ADDING MACHINES • CASH REGISTERS

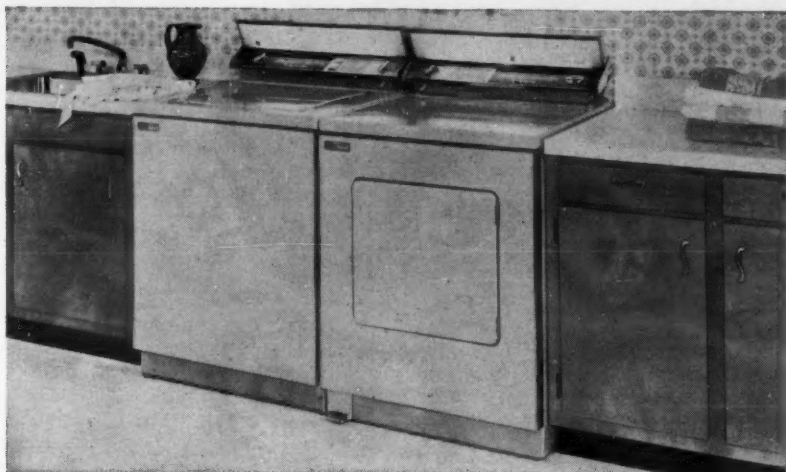
NCR PAPER (NO CARBON REQUIRED)

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio
1039 OFFICES IN 121 COUNTRIES • 76 YEARS OF HELPING BUSINESS SAVE MONEY

NEW PRODUCTS

FEATURES THIS WEEK

Frigidaire and Norge 1961 laundry lines • Amana and Uropa freezers • Philco 1961 ranges • General Electric air purifier • Columbia Phono and Emencee phono lines • Du Mont 1961 TV-Radio-Stereo



FRIGIDAIRE 1961 Laundry Line

A new folding console back panel design, and advancements in no-vent drying are features of the 1961 Frigidaire automatic washer and matching dryer line. The line consists of 8 washers, 7 electric dryers and 5 gas dryers.

The new folding console back has a full-width fluorescent lamp with a translucent shade. It folds down and covers the controls when the appliance is not in use. In operating position the lamp slants forward to illuminate work surface and tub interior.

All washers have automatic under-water dispensers for handling detergents, soaps, powder or liquid bleach and dye. Many models also have a rinse conditioner and fabric softener dispenser.

All washer tubs and dryer drums are porcelain-enamel finished; and all washers have the 3-ring pump agitator wash action.

Seven models have an automatic "baby care" soak cycle, including top medium and budget models; 2 models, (WCI-61 and WD-61) are completely automatic—the homemaker sets a control and the washer takes over, soaking, then automatically washing, rinsing and spinning clothes damp-dry. It is also possible to set the cycle for "soak" only for woolens, etc. Wash-and-wear cycles are included in most washer models. All are fully automatic and flexible.

Custom Imperial, top model, controls may be set for kind of fabric and degree of soil, and the machine does the rest, selecting proper wash and rinse water temperatures, agitator and spin speeds and washing time.

The new no-vent electric dryer with Moisture-Minder and Flowing Heat system eliminates the need for outside venting and plumbing, yet provides fast, effective drying. These models have a self-contained air cir-

ulation system which keeps excessive moisture and heat out of laundry room. Lint collects on a removable, easy-to-clean nylon mesh screen on inner door panel. This system is available in Custom Imperial No. DCIF-61 and in a medium class dryer, No. DIAF-61.

Custom Imperial electric and gas dryers feature a new cycle selector for "automatic" and "timed" drying. For simple operation the automatic cycle matches drying time to load and moisture content so there is no over- or under-drying. When timed cycle is used the machine can be set for drying times up to 70 min. The fabric selector provides proper heats for all kinds of items from sheer curtains to drapes, rugs and wash-and-wear. There is also an automatic "sprinkler" setting; and all models have a control setting for wash-and-wear items.

Sheer look styling permits washers and dryers to fit snugly into any laundry; units have flat sides and back and can be installed flush with wall and adjoining cabinets; tops are recessed; and a new uniform 27-in. cabinet width for both washers and dryers is featured. Colors include turquoise, Aztec copper, pink, yellow and white.

Prices, Custom Imperial WCI-61 washer, \$399.95, with suds saver, \$429.95; Imperial washer WI-61, \$349.95; WIA-61, \$309.95; with suds saver, \$334.95; Custom Deluxe WCD-61, \$274.95; Deluxe WD-61, \$249.95; WDA-61, \$199.95. Electric dryers, Custom Imperial DCIF-61 (no-vent), \$339.95; DCI-61 (vented), \$289.95; Imperials DI-61 (vented), \$259.95; DIAF (no vent), \$279.95; DIA-61 vented, \$229.95; Deluxe DD-61 (vented), \$189.95; DDA-61 (vented), \$139.95. Gas dryers, all vented, from \$174.95 for Deluxe to \$329.95 for Custom Imperial. **Frigidaire Div., General Motors Corp., Dayton 1, Ohio.**

NORGE Announces 1961 Laundry Line

The Norge 1961 automatic washer and dryer line consists of 6 automatic washers and 5 each electric and gas automatic clothes dryers.

Top of the Norge automatic washer line is No. AW-G-870 with 4 Dispensomat compartments for automatically dispensing bleach, detergent, water conditioner and fabric conditioner at proper time.

Eight pushbuttons on the fabric formula guide enable the user to select the wash-rinse-spin cycle for every washable fabric. These "touch-'n wash" pushbutton controls are color coded and numbered. The fabric formula guide is also reproduced on the underside of the washer lid. This guide provides for washing loads (1) wash 'n wear (durable); (2) cottons and linens (warm rinse); (3) cottons and linens (cold rinse); (4) wash 'n wear (delicate); (5) fragile washables; (6) cottons and linens (dark or non-colorfast); (7) cold water wash; and (8) specials. A special wash 'n wear conditioning cycle provides a "cool down" period at end of wash which cools and tempers easy-care fabrics before spinning to reduce wrinkling.

Other features on AW-G-870 include a pressure switch that fills washer to correct level regardless of water pressure; a non-clog lint filter; 2-speed washing and spinning.

No. AW-G-670 has 2 Dispensomat compartments built into top of backguard for automatically adding liquid bleach and fabric conditioner to the wash and rinse cycle at correct time, assuring proper dilution and correct timing of bleach. Six pushbutton controls provide 6 automatic cycles for washing and rinsing.

No. AW-G-470 has a single Dispensomat compartment; adds fabric conditioner during rinse cycle at right time; 2-speed wash and spin is also provided. Like AW-G-870 and AW-G-670, this unit has a fluorescent lighted backguard that lends a 3-dimensional effect.

Middle-priced washers AW-G-244 and AW-G-240 are also included in the new Norge line. AW-G-244 is a 2-speed washer with 4-position speed switch. Besides a wash 'n wear cycle with "cool-down" period it has a pressure fill and water level switch as well as 3 water temperature selections. The Dispenser Wheel is an optional accessory to add water conditioner automatically.

AW-G-240 is a 2-cycle, single speed washer with choice of 3 water tem-

peratures; has non-clog lint filter and other Norge features. Styled with a pedestal-type backguard, No. AW-G-100 matches all other washers in line. Has 2-cycle, single hose washer with regular agitator; provides water temperature selection and automatic water conditioner dispensing.

Each of the 10 "touch 'n dry" gas and electric automatic clothes dryers offers 4 different ways to dry clothes: (1) tumble drying with selected heat; (2) tumble dry with air (no heat); (3) selected heat (no tumbling); (4) air drying (no tumbling). Six models have Hamper-Dor which adjusts to 3 positions for ease in loading or unloading.

Dryer cylinder has 6-cu.-ft. capacity providing space for effective tumbling and uniform drying. A 5-year warranty covers all of dryer but motor, which has 1-year warranty. Variable heat input is controlled by a temperature selector switch.

No. DG-G-870 (gas) or **DE-G-870 (electric)** has an 8-pushbutton controlled fabric formula guide which covers all washable fabrics: (1) wash 'n wear; (2) cottons and linens (normal load); (3) shag rugs and extra heavy fabrics; (4) lingerie; (5) woolen blankets; (6) knit woolens; (7) fluffing; and (8) sprinkling.

The built-in clothes sprinkler, filled from outside the dryer, permits even dampening as the drum rotates. Variable heat input may be varied by means of temperature selector switch which offers a gradual build-up to proper operating temperatures.

A chrome-plated drying rack fits inside for use when cylinder is stopped. The musical bell signals approximately 5 min. before dryer shuts off so wash 'n wear can be removed to avoid wrinkling.

No. DB-G-670 (gas) and **DE-G-670 (electric)** have "touch 'n dry" with 6 pushbuttons; clothes sprinkler; musical reminder chime and 4-bar chrome-plated drying rack.

No. DE-G-470 (electric) and its gas counterpart have Hamper-Dor, 4 heats, (fluff, low, wash 'n wear, superfast), chrome drying rack and musical reminder chime.

Nos. DE and DG-G-240 have variable heat automatically (fluff, low, superfast); 4 ways to dry and musical reminder chime.

Nos. DE and DG-G-100 have 2 heats, 2-way drying; pedestal-type backguards. **Norge Div., Borg-Warner Corp., Merchandise Mart Plaza, Chicago 54.**

NORGE DISPENSOMAT AW-G-870 WASHER AND DG- AND DE-G-870 DRYERS





NEW Nautilus®

Air Purifier

Scrubs smoky, stale air clean...as no other portable unit can!



Healthier, happier sleeping



Excellent for nurseries



No more "stuffy" parties



No more "smoke filled" conference rooms

Here's welcome news for millions who suffer from stale, unhealthy air... a new portable purifier that really works!

The NAUTILUS clears and cleans bad air. Pulls odors and contaminants right out of the air... catches and holds them like a sponge. Traps dust, pollen, lint, odors and smoke just as a gas mask traps poison gas!

Odors and contaminants are safely, surely filter-trapped—first by germicidal ScottFoam*, then by 2 pounds of activated charcoal—the same magic material that helps sailors on the atomic submarine Nautilus breathe pure, fresh air.

Uses four real 1/2"-thick activated charcoal filters—not just a film of powder sprayed on paper!

The NAUTILUS adds no perfumes or dangerous ozone to "mask" smelly air. Continuously circulates freshened air in the room.

Plugs in anywhere. Available in three smart decorator color combinations... a handsome accessory for any room.

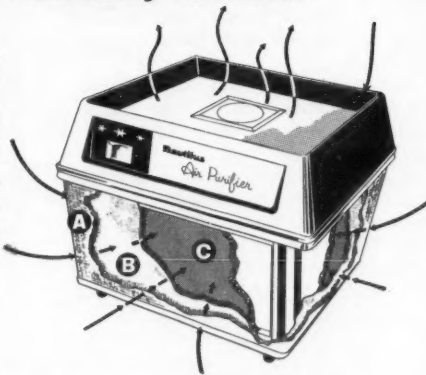
*T.M., Patent Pending

ADVERTISED IN
LIFE

Pulls in bad air from everywhere... traps dust, pollen, odors and smoke... constantly circulates pure, fresh air!

Powerful fan pulls stale, smelly, smoky air in through perforated metal screen (A) on all four sides at a rate of 100 cubic ft. per minute. Germicidal ScottFoam filter (B) stops dust, pollen, lint particles... stops bacterial growth.

Four activated charcoal filters (C) remove smoke and odor particles. A constant supply of pure, freshened air is discharged at top... sets up a good pattern of air circulation for the entire room.



Get All The Facts on the Fabulous New NAUTILUS AIR PURIFIER!

Nautilus®



This attractive display plus literature supply and ad mats FREE with purchase of first 6 units!

Major Industries, Inc.
505 N. LaSalle St., Chicago 10, Ill.

YES! Rush me full color catalog sheet and full information on new NAUTILUS AIR PURIFIER.

Name _____
Title _____
Company _____
Address _____
City _____ Zone _____ State _____



AMANA Freezers

A "Frost Magnet," coldest point in Amana's "Free-O-Frost" No. FS-16 freezer, keeps frost from forming in

the interior. It operates on the principle that moisture is attracted to cold, and collects on "magnet" only.

Other models in line are No. 20, 20.1-cu.-ft. capacity; and No. 25, 25.1-cu.-ft. capacity.

Deluxe line, Nos. 13, 16 and 20, new this year, features Amana contact freezing, with easy-to-stock basket door, shelves; with 12.9-, 16.1- and 20.1-cu.-ft. capacity respectively.

All Amana freezers have "built-in" appearance, with air draw and exhaust in front; 32 in. wide to fit into cabinet settings, and "Starlite" yellow interiors.

Stor-Mor door models hold up to 116 packages food on door in gravity-fed racks, adjustable to any standard size package. A juice rack holds 20 cans; leftover shelf has vapor-proof containers. **Amana Refrigeration, Inc.,** **Amana, Iowa.**

UROPA Adds Upright Freezer To Line

The first of a series of compact, upright, counter-height, front door loading home freezers (No. FRZ/41/35) is announced by Uropa.

This compact, upright freezer measures overall 34½ in. high, 23¾

in. wide and 23¾ in. deep.

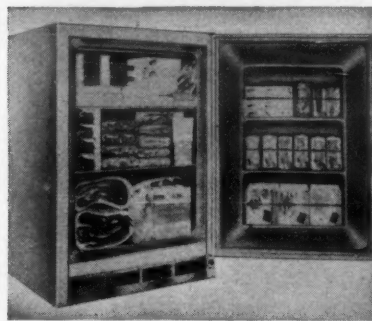
It is of such versatile design that it may be installed along side any kitchen cabinet or counter, underneath a counter, or built in.

It has a food storage capacity of 140 lbs. It has over 4 cu. ft. of storage space.

Quick freezing is accomplished by means of grid freezing shelves, and the flush door features 3 built-in food storage shelves, with an 180-deg. opening swing. The door is also equipped with a magnetic door catch.

It weighs 119 lbs., and uses the Tecumseh 1/6-hp compressor, which will cycle and hold 0 degs. F at a room temperature of 100 degs.

Price, \$189.95. Uropa International Inc., 16 W. 32nd St., New York.



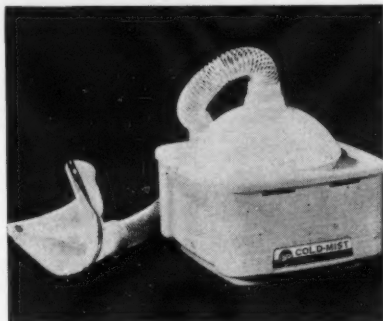
OSTER Humidifier

The Cold-Mist portable humidifier designed with a Humid-I-Mask, a cool mist concentrator for faster respiratory relief, is announced by Oster.

The unit embodies the same principles of humidification used in hospitals; water is centrifugally atomized, and is further broken up by screening, and is carried upward from the unit as mist by a powerful stream of water-purified air. Mist is so fine, it is absorbed instantly in mid-air.

Features include 1-gal. plus capacity, enough for 8 hrs. continuous humidifying; compact, weighs 7 lbs.; operates with ordinary tap water; housing is of impact-type polystyrene; motor enclosed in die-cast aluminum, rubber base covered.

Mask is molded in 1 piece of tough polypropylene which can be sterilized



to 250 deg.; hose is housed in flexible vinyl covering with steel spring-wire core; 32½ in. long.

Price, No. 240-02 humidifier with mask, \$39.95; also available without mask, \$34.95. The John Oster Mfg. Co., 5055 N. Lydell Ave., Milwaukee 17, Wis.

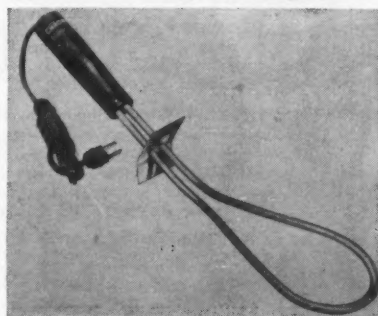
GARDNER Insect-O-Cutor

The FT-400, an automatic 24-hr.-duty insect electrocutor with no moving parts, chemical, gases or contaminants; plugs into any 100v outlet; electrocutes insects attracted to light. A screw knob releases catchall tray. **Gardner Mfg. Co., Horicon, Wis.**



CHROMALOX Charcoal Lighter

Chromalox No. CL-5 electric charcoal lighter is 19¾ in. long including handle; lightweight; a 6-ft. cord with plug; table stand and heat shield; 120v, 500w. **Edwin L. Wiegand Co., 7500 Thomas Blvd., Pittsburgh 8.**



PHILCO 1961 Ranges

Philco's 1961 range line consists of 3 30-in. and 4 40-in. models. Easy cleaning is featured with tilt-up tops that permit raising the cooking surface, which latches in up-position, exposing the sub-surface for cleaning; lift-off trim rings on all surface units; lift-off windows that snap out for cleaning and full-width drawers that slip out easily.

Quick-Chef oven is featured in 2 of the 40-in. models; Broil-Under-Glass broiler is standard or optional.

Other deluxe features include an automatic Roastmaster with built-in panel control; automatic Pot-Watch surface unit that thermostatically measures correct amount of heat to fry, broil or simmer; cordless, controlled-heat griddle, and plug-in automatic Hide-Away rotisserie.



"Built-in look" cabinets fit flush-to-wall in back, are 36 in. high and 24 in. deep to match other counter-tops; squared control panels also fit flush. **Philco, Inc., Tioga and "C" Sts., Philadelphia 34.**

GENERAL ELECTRIC Enters Air Purifier Field

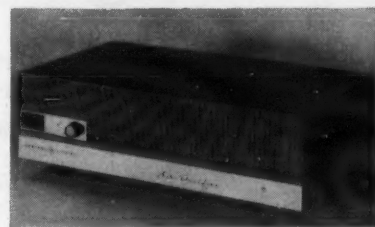
General Electric is entering the air purifier field with a portable air purifier, No. AP-1, designed to filter out dust and pollen, and to control smoke, odors and bacteria.

The air purifier features 3 separate filters. It is the specific combination of these 3 filters which provides this unit with its highly effective means of removing dust, pollen, smoke and odors from air which passes through the unit.

Most bacteria are removed by the filters, and air passing through the unit also passes over 15w germicidal lamp, which kills many of the bacteria that may have escaped filters.

The air purified also produces negative ions.

Cabinet-styled in beige, it has a bronze front grill. No. AP-1 is designed



to blend with any decor. It measures 21 in. x 11¼ in. x 61 in.; and weighs 20 lbs. for easy carrying.

An ultraviolet indicator shows when germicidal lamp is operating.

It is equipped with a 2-speed motor that does not interfere with radio or TV reception. **General Electric Co., Automatic Blanket and Fan Dept., Bridgeport, Conn.**

SAFTI-VENT Gas Heater

New for 1960 is a sealed Safti-Vent Hawaiian gas heater that installs in a window.

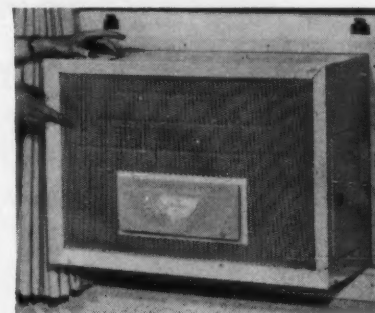
The unit is completely factory-assembled, and may be removed when desired.

It operates with Safti-Vent's sealed burner in which gas flame and pilot burn in a chamber completely sealed away from room air.

A built-in vent admits oxygen from outdoors and releases products of combustion directly outdoors. Room air remains fresh always.

Has a 20,000 Btu capacity, operating in a cabinet 10x18x26 in.; vent is integral with cabinet. For use with natural, manufactured, mixed or propane; 2-tone cabinet.

Built-in blower available as optional extra.



Installation is quick and simple. Hawaiian cabinet rests on window sill; lower window frame fits snug on cabinet top; with the 26-in. wide unit, extra window space is sealed by applying strips to fill. Gas connection may be drawn from outside or inside. **H. C. Little Burner Co., Inc., San Rafael, Calif.**

PRIZER-WARE

Coordinated set of cast-iron cookware with a colorful porcelain finish comes in mix or match colors of birch brown, ombre red, basic white, ivy decorated, or turquoise. Cooks evenly and holds heat. **Textile Machine Wks., Box 1382, Reading, Pa.**



BORG Scale

Borg household scale weighs from 2 oz. to 50 lbs. (baking ingredients, laundry, grocery purchases, etc.) Built on Borg "Coined-beam" weighing principle, its flat design takes little space, stores easily. **The Borg Erickson Corp., 1133 N. Kilbourn, Chicago.**



Emerson-FOR '61-ANNOUNCES



**MODEL 938—
3 DIMENSIONAL STEREOGRAPHIC
PORTABLE PHONOGRAPH
WITH 3-SPEAKER SOUND SYSTEM**

- New 3 dimensional stereo amplifier with three speaker systems that channel bass sound into central woofer and directs left and right channels into detachable wing enclosures • Automatic stereo 4-speed record changer • Attractive two-tone color combinations • Luggage case.



**MODEL 1678—19 INCH TRU-SLIM PORTABLE TV
with Wireless Remote Control***

- Full-View rectangular 19 inch picture tube with 172 square inch viewable area • Magic Memory control—adjust sound ONCE, remembers proper settings • Illuminated channel indicator • Full-Power transformer TV chassis • Front-Projected static-free FM sound system • Telescopic hide-away double dipole antenna • Decorator cabinet with molded front and back in striking two-tone color combinations.



MODEL 1662—23 INCH CONSOLE TV with Wireless Remote Control*

- 23", 282 square inch bonded face shield picture tube • Magic Memory control—adjust sound ONCE, remembers proper settings • Illuminated channel indicator • Full Power transformer TV chassis • Front-Projected static-free FM sound system • Built-in antenna • Decorator designed wood cabinetry in contemporary Danish style with "Golden Touch" Control Panel.

***Wireless Remote Control
No Walk • No Work • No Wire**

All the ease, enjoyment and added convenience of arm chair tuning. 2 buttons perform all functions—tune set on and off, change volume, change channels, anywhere in the room.



Emerson's new Plus Line for '61 adds up to the greatest number of exclusive sales features ever assembled under one brand name. These are the Plus offers that will have all America demanding the Plus values in

Emerson Television, Radio, Stereo and Combinations. Plus Advertising... Double page spreads and full pages of national consumer advertising in Life, Look, Saturday Evening Post. Full color newspaper supplement

PRODUCTS PLUS

PLUS

SCREENS. "Full-View" shadow-proof, rectangular screens, full viewing area with bonded tube face, eliminating reflections.

PLUS

CONSTRUCTION. New split level, "modu-therm" chassis construction dissipates heat for longer life, greater customer satisfaction and improved performance.

PLUS

PERFORMANCE. New full power transformers, designed with parallel filament circuitry give longer-lasting tube life, trouble free operation and the kind of peak performance that can't be matched by others.

PLUS

FIDELITY. Multi-tone sound systems and acoustically designed cabinets provide superior tone quality. Emerson AM-FM radios deliver increased sensitivity and selectivity, elimination of interference, full reproduction of voice and instruments.

PLUS

DESIGN. New "Decorator Design" in exquisite cabinetry and magnificent wood finishes, make Emerson products a handsome addition to any home.

PLUS

FINISH. New "Care-Free" dust repelling polyester finishes enhance and permanently preserve the natural beauty of Emerson's carefully selected hardwood finishes. Complete protection against scratches, burns and alcohol.

PLUS

VALUES. This year more than ever, Emerson is America's value leader, in Television sets from \$128. to \$398., in Phonographs from \$19.88 to \$328., in Radios from \$13.88 to \$98., in Stereo Combinations from \$328. to \$598.

THE GREATEST **PLUS** LINE IN HISTORY



**MODEL 941—
3 DIMENSIONAL STEREOPHONIC
AM/FM PHONORADIO
WITH 5-SPEAKER SOUND SYSTEM**

- New 3 dimensional stereo amplifier with three speaker systems that separates bass sound into giant central woofer and directs left and right channels into separate speaker systems • Five matched extra heavy speakers • AM and FM radios may be used simultaneously for stereo and separately for monaural listening • 4-speed automatic record changer equipped with 45 rpm spindle.

**MODEL 919—PUSH-BUTTON
“SLEEP-SAVER” CLOCK RADIO**

- Lets you fall asleep to music—shuts radio off—automatically wakes you to music or conventional alarm • Robot appliance control operates appliances at pre-set time • Accurate clock with luminous hands • Available in stunning contrasting two-tone colors • Push-button controls effortlessly perform all functions—turn set on and off—operate “Doze” alarm and “Easy-View” indicator.



**MODEL 911—ELDORADO
9 TRANSISTOR POCKET RADIO**

- Nine transistors plus two crystal diodes • Long playing life on ordinary flashlight batteries • Personal listening jack • Crystal-protected full-vision dial • Unbreakable cabinet finished in radiant gold with matching colors • World's only pocket radio with 3-gang condenser and tuned RF stage—provides up to 10 times more sensitivity with increased selectivity.

The merchandise illustrated in this advertisement will be featured in double spread and single pages in Life, Look and Saturday Evening Post.

section, dramatic in-store merchandising programs, and a great local newspaper campaign are just part of Emerson's Plus promotions developing Emerson customers every day in the week. See Emerson's complete

new 1961 line of “Decorator Designed” Television, Radios, Stereo Phonographs and Combinations engineered by Emerson to give your customers Plus values beyond comparison...

PROMOTION **PLUS**

PLUS
PLUS
PLUS

ADVERTISING. Double page spreads and single pages in mass magazines—Look, Life and Saturday Evening Post. A 12 page full color newspaper supplement introduces the new Emerson line. At the local level Emerson's exclusive cooperative programs and continuing national newspaper advertising.

MERCHANDISING. Showroom literature, mailers, store traffic builders and combination incentives for your biggest sales year.

DISPLAYS. Brand new window, floor, store front spectacular and point of purchase material, will bring customers in and keep them there.

PROFITS **PLUS**

**BE SURE TO SEE THE OUTSTANDING
EMERSON LINE...CALL YOUR LOCAL
EMERSON DISTRIBUTOR TODAY!**

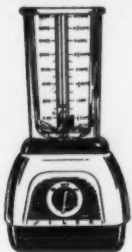
Emerson *America's Best Buy*
Jersey City 2, New Jersey





**THIS BRAND
OPENS
NEW FRONTIERS
FOR PROFIT!**

**FOR A PERFECT BLEND
OF SALES AND PROFIT**



High-power, 2-speed Silex electric blender is a year-round gift-day seller! Makes meal preparation easy... a real time and wife-saver. Plenty of power to handle 101 kitchen tasks, yet priced to turn shoppers into buyers!

Model 2025.....Retail \$29.95

specialize in profits with
Silex appliance specialties



The Proctor-Silex Corporation
Philadelphia — Chicago — Canada

MERCHANDISING SUPPLEMENT SECTION

NEW PRODUCTS—NEW SALES

THIS SECTION CAN BE
ECONOMICALLY USED FOR:

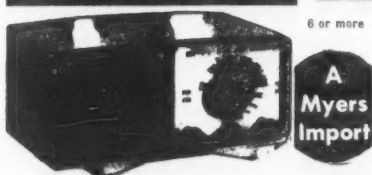
**MORE SALES—
MORE PROFITS**

A special classification for manufacturers desiring advertising in space smaller than the minimum run-of-book display space. The space available in this section is 1 to 6 inches.

REACH ALL BUYING INFLUENCES
RATES—ON REQUEST

AM-FM RADIO \$22

6 or more



**A
Myers
Import**

Another sensational Myers Import. Available direct to dealers at distributor prices. Send check for \$24.00 for sample. And compare it to units listing for \$39.00 and more. Be sharp, order now from:

MYERS IMPORTS
625 Gay St. - Knoxville 2, Tenn.



NO. 611 AM/FM RADIO (JAPAN)

COLUMBIA PHONO Expands 1961 Line

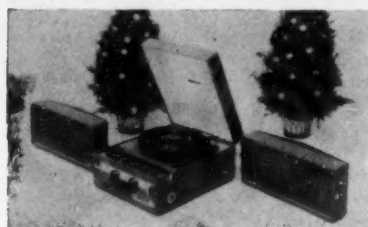
Columbia Phonos diversified its line by adding AM/FM table radios, an all-transistor FM portable with AM and shortwave aircraft and marine bands, and portable tape recorders.

The 1961 line includes 10 new portable phonos, 4 are monaural 4-speed units with "Stereo-Safe" stylus which can play any record including stereo. Six automatic stereo portable phonos range from No. C-1209 with remote speaker to Custom "Quartet" No. C-1217, with AM/FM simulcast. Stereo consoles include 3 models from "Stowaway" remote speaker unit to No. C-1461 with AM/FM radio, plus 5 self-contained units.

Transistor radio models include No. 605 transistor portable with 5-in. speaker in leather grain case; Transistor Convertible, pocket-size portable that converts into a full-sounding table radio; No. 611, a 6-tube AM/FM table radio with 5-in. speaker and simplified controls in ivory or turquoise and "Triumph," transistor portable with hi-fi FM sound plus AM aircraft and marine shortwave band; and 4-lb. No. C-615, a 9-transistor unit flashlight battery powered. No. 625 is a 3-way AM/FM and shortwave table radio with 3 hi-fi speakers; and 8-in. speaker for mid-range and



"PORTA-CORDER" (W. GERMANY)



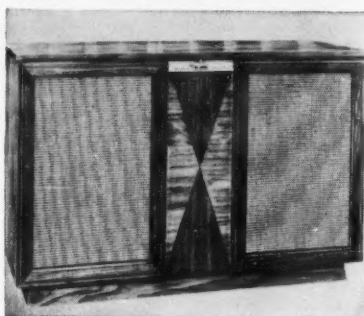
COLUMBIA "QUARTET"

bass; 4 controls, 5 indicator lights and magic-eye tuning in ebony with silvertone trim.

Portable tape recorder No. 690TR is a 12-lb. space-saving hi-fi recorder that records and plays 1 hr. on standard 5-in. reel; has dynamic plug-in microphone with 5-ft. cord; pickup for recording from radio, TV or phono records; ivory and black.

"Porta-corder," No. C-695TR, all-transistor portable unit with battery power can record 30-min. at 3 3/4 ips; uses 6 transistors, 4 1 1/2 v size D batteries and 2 1/2 v batteries; microphone, 8-ft. cord, 3-in. reel of tape and empty take-up reel.

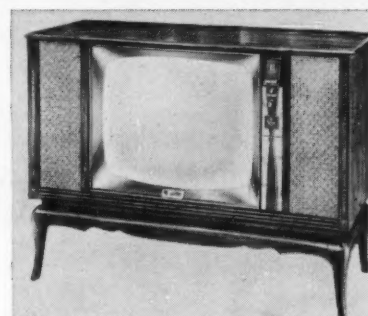
Prices, portable monaurals from \$19.95; portable stereos from \$79.95; stereo consoles from \$139.95; self-contained stereo consoles, from \$199.95; radios, from \$29.95 to \$119.95; tape recorders \$89.95, \$129.95. Columbia Phonographs Div., CBS Electronics, 405 Park Ave., New York 22.



DU MONT "BEL AIR" STEREO

DU MONT TV-Radio-Stereo

A New Du Mont collector series of TV, radio and stereo hi-fi is announced by Du Mont. The line includes home entertainment centers in contemporary, Danish, provincial, traditional, Early American and the "Nineteener." Contemporary in Custom Crafter certified hardwood for the Royal Sovereign II, a deluxe TV-stereo AM/FM radio phono traditional console, and the Marseilles II, a deluxe TV-stereo-AM/FM radio in French provincial. The improved Du Mont "700" transformer powered chassis has 20,000v picture power, Perma-Tune, custom hand wiring, in addition to other advances, such as the transistorized wireless remote control optional. All home entertainment centers have 40w hi-fi amplifier systems. Du Mont collector series centers, Grieg, Strathmore, Normandy, Royal Sovereign II and Marseilles II, have Du Mont "700" transformer powered chassis; Du Mont 40w dual-channel amplifier, master loudness, stereo balance; separate bass and treble controls; stereo AM/FM tuner; Garrard RC88 changer. Du Mont stereo hi-fi phono and AM/FM radio console combinations, Doug-



DU MONT "CARTIER"

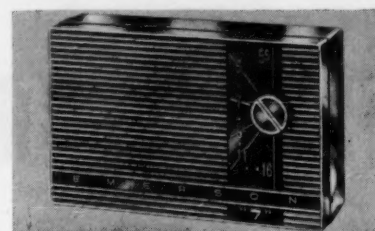
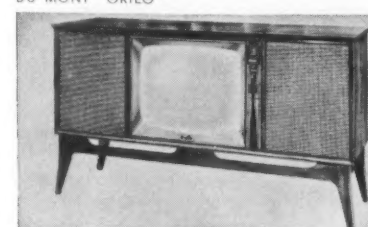
las, Bel Air and D'Orsay, have 40w dual-channel amplifiers; advanced stereo AM/FM radio; Glasser-Steers changer; automatic turn off switch.

Du Mont Custom hi-fi stereo phono and AM/FM radio consoles, Tanglewood, Westwood, Lorraine, have 40w dual-channel amplifier; stereo AM/FM radio; Garrard RC88 changer; "Needle Minder" dual speaker.

Du Mont pocket-size transistor radio, No. 900, has 9 transistors, 2 diodes, tuned RF stage employing a 3-gang tuning condenser; jack for personal listening attachment.

Prices, from \$198 for 19-in. table models to \$1,250 for Royal Sovereign II and Marseilles II; pocket transistor radios, \$58 and \$68. Du Mont-Emerson Div., Emerson Radio & Phono Corp., Jersey City 2, N. J.

DU MONT "GRIEG"



EMERSON 1961 Radio Line

The 977 Falcon, a 7-transistor pocket radio in metallic gold and equipped with avc enclosed Ferriloop antenna and Velvet-Drive tuning, and crystal-protected full-vision dial, has an unbreakable cabinet 6 in. wide, 3 3/4 in. high, and 1-15/16 in. deep. This pocket radio is available in combinations of gold/ivory or gold/ebony.

Table radios featuring advanced ac-dc circuit, automatic volume stabilizer, enclosed super loop antenna in a variety of decorator colors, in the 1961 line include Nos. 920 and 925. FM units with ultra-sensitive frequency drift compensated FM tuner; built-in antenna. May be used with Nos. 915 and 924 as matched AM and FM stereo-radio companions. No. 908 stereo AM/FM table radio has dual-channel hi-fi amplifier, full range speaker system; provision for external speaker and stereo record changer, (No. 910).

Clock radios 932 and 916 have advanced superhet circuits; enclosed super-loop antenna; automatic self-starting clock. No. 932 has ebony case; No. 916 a 2-tone case and a robot appliance control.

Prices, Falcon, \$29.88; table and clock radios from \$13.88 to \$98. Emerson Radio & Phono Corp., Jersey City 2, N. J.

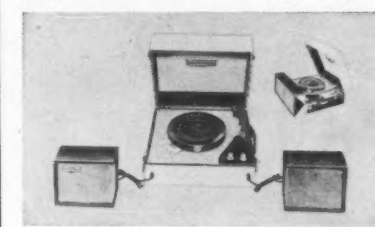
EMENEE Phono Line

Three new models comprise the current Emenee Industries phono line. Topping the line is the "Twin-Phonic" which features twin speakers that can be freely moved about the room to achieve resonant, wide dimensional sound effect. Plays all 4 record speeds: 16-2/3, 33-1/3, 45 and 78 rpm; has permanent type synthetic sapphire needle with flip cartridge; on-off volume and tone controls. The tone arm is a lightweight type that is perfectly balanced.

Cabinet can be closed even while playing large size records, comes in 2-tone decorator colors with luggage-type foldaway handle.

"Playmate" plays all 4 speeds; has balanced tone arm; synthetic sapphire needle; 4-in. permanent magnet speaker; on-off volume control; lightweight; wood and fibre case with contour handle.

"Pied Piper" acoustically amplified portable for youngsters has feather-light tone arm constructed to withstand enthusiasm of young music lovers; scuff-resistant case; precision-balanced turntable; plays 45 and 78 rpm records; compact, lightweight, has carrying handle; designer styled in choice of beautiful colors. The "Pied Piper" operates on standard ac house current. Emenee Industries, Inc., 200 5th Ave., New York City.



PEOPLE in the NEWS

Landers, Frary and Clark—Ruben R. Schoenberg has been appointed regional manager for the Midwest. He formerly held the same position with DuMont-Emerson Corp.

Chrysler Airtemp—Lee Epley has been made advertising manager. He was promoted from the position of sales promotion manager.

Ronson Corp.—Gerald M. Schaflander was named Eastern regional sales manager. He will direct sales administration over the entire Eastern seaboard.

Whirlpool Corp.—Sherwood J. Smith has been promoted to the new position of director of customer qual-

ity and services. He is responsible for customer quality assurance as well as for Whirlpool's entire servicing operation.

Westinghouse—Edward P. Subler was named product advertising and promotion manager for the major appliance division, a new position. He was advertising and promotion manager for the standard control division.

Blackstone Corp.—George O. Gould has been named advertising and sales promotion manager to direct promotion programs for washers and dryers in the appliance division and for industrial cleaning equipment. He was director of advertis-



Gould
of Blackstone



Freeman
of Roberts



Epley
of Airtemp



Subler
of Westinghouse

ing and sales promotion for the National U.S. Radiator Corp.

Norge—Marshall Kline has been appointed district manager in Texas, Oklahoma and New Mexico for the division of Borg-Warner Corp.

Sylvania—James K. Landis was

named district sales manager for Minnesota, North Dakota and South Dakota for Sylvania Home Electronics Corp., marketing subsidiary.

Roberts Electronics—Eugene John Freeman has been appointed vice president and general manager of the stereo records, tape company.

DISTRIBUTOR NEWS

Speed Queen Atlantic Co. Inc. distributors of Hobart Kitchen Air dishwashers, Gibson refrigerators and Speed Queen washers and dryers have renewed an extensive contract with the "New York News" for 365 consecutive daily and Sunday advertisements during next 12 months. The campaign will feature a monthly consumer contest. Cost of the advertising: \$111,000.

Troy A. Brown Jr. has been appointed a vice president of Raybro Electric Supplies, Inc., Florida and southern Georgia distributor.

Richard B. McManus has been named manager of G-E's Hartford branch. He was manager of advertising and sales promotion for the company's New England district.

Kierulff Co. has named three men to new assignments. C. R. McCarty became vice president, secretary and assistant to the president and responsible for Corsair Credit Corp., Kierulff's dealer finance subsidiary. S. C. Grasinger was made vice president in charge of the Motorola sales division. S. G. Klier was promoted to treasurer and vice president for finance.

Montgomery Ward's "Freezerama" in Spokane, Wash., was a spectacular success for Frank Trejes, group manager of major appliances for Ward's retail outlet there. The 10-day promotion featuring special prices and free food resulted in a 600% gain in freezer sales over the same period last year. Trejes said that customers came from as far away as Seattle (300 miles from Spokane) to attend the sale and special freezer clinics presided over by Peggy Lewis and Dorothy Smith, Washington Water Power Co. home economists. Average sale was about \$260 for freezers and all major appliance sales were up during the promotion, Trejes reported.

Electrical Distributing, Inc., Portland, Ore., adopted the blare of brass bands at a political convention to show 1961 Zenith, Norge and Waste King Universal lines to Northwest dealers. A band greeted dealers as they arrived at the distributor showroom and inside they found colorful decorations consisting of elephants, donkeys, ballots and red, white and blue bunting. Blaring "convention hall" speakers introduced new products for the dealers' votes and dollars.



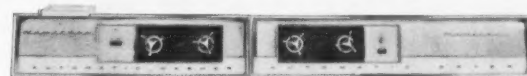
Paul Gottlieb, President of Milwaukee Gas Appliance Sales, demonstrates '61 Hamiltons in his new showrooms.

These '61's have an eager-for-business look!

We don't say these Hamiltons are brand new in *every* way. (After all, the company which invented the automatic dryer can hardly re-invent it every year!)

But there's plenty of new "try me" appeal... plenty of new features to hold 'em still for your floor pitch. And there is, as always, the fine Hamilton loyalty to quality that translates into low servicing costs for dealers. With other costs rising... isn't that your best promise of margin protection?

Isn't it time you joined the sales-making, profit-making Hamilton Dealer organization?



Hamilton step-ahead convenience! New Fabri-Dial twists to 5 different drying heats. Washer offers high-appeal automatic bleach dispenser.

When It Comes To Electric Appliance Business

YOU'RE A STEP AHEAD WITH HAMILTON

Hamilton

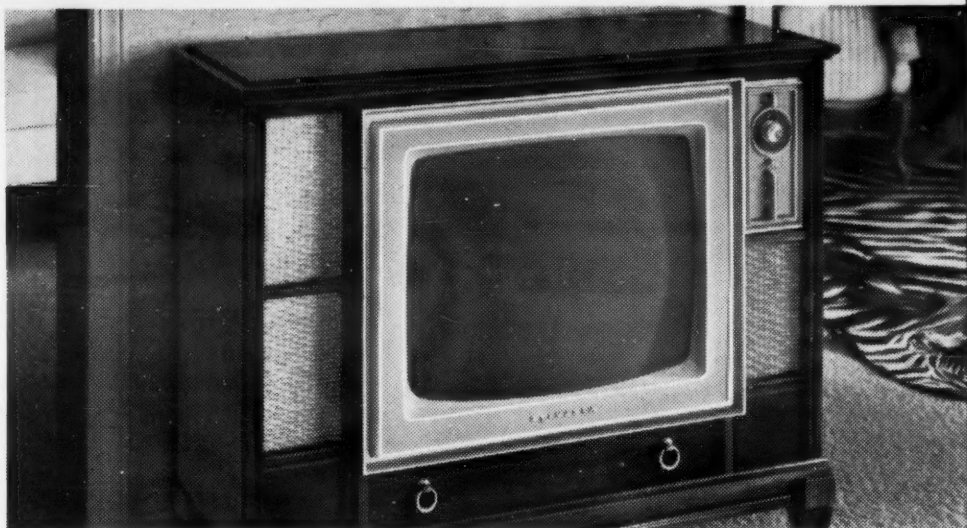
AUTOMATIC WASHERS • AUTOMATIC CLOTHES DRYERS • HAMILTON MANUFACTURING COMPANY TWO RIVERS, WIS.

3 Big Pluses Help You Sell Sylvania Reflection-Free 23" TV

(Measured diagonally; 275 sq. in. viewing area)

1

OFF/ON DEMONSTRATION — a sales clinching pitch with the flick of a switch! Sylvania reflection-free TV is better looking off, better looking on. What more can a customer ask than "when can you deliver the set?"



Better looking
OFF

New Sylvania "satin finish" screen outmodes the glassy look of ordinary TV.

New Woodblend Halolight is color-styled in a warm beige woodtone that blends beautifully with the cabinet.

New fine-furniture cabinetry — including models built by Heywood-Wakefield — is designed to grace any home.



Better looking
ON

New reflection-free picture. Sylvania "satin finish" screen eliminates glassy reflections from lamps, windows, interiors.

New Woodblend Halolight® changes color — frames the picture with cool, white, eye-pleasing light.

Big squared 23" screen has a shatterproof safety shield bonded to the tube face. Gives a brighter, truer picture.

Model 23C35 in walnut veneer. Also mahogany and blonde oak grained finishes.

2

COMPLIMENTARY BOTTLE of imported Lanvin "My Sin" perfume — a traffic-builder you can offer to everyone who comes in for an OFF/ON demonstration. We'll be glad to supply you. We're advertising it to millions.



3

BIG ADVERTISING PROGRAM of four-color ads in *The Saturday Evening Post*, *House Beautiful*, and *House & Garden*, plus persuasive commercials on NBC network — including the 1960 Summer Olympics and "News on the Hour."

This year sell more of the profitable, promotable Sylvania TV line. Call your Sylvania distributor, and order your stock today. Sylvania Home Electronics Corp., Batavia, New York.

SYLVANIA

Subsidiary of **GENERAL TELEPHONE & ELECTRONICS**



A Quick Check of **BUSINESS TRENDS**

	LATEST MONTH	Preceding MONTH	YEAR AGO	THE YEAR SO FAR
FACTORY SALES appliance-radio-TV index (1957 = 100)	115	112	110	4.5% up* (April 1960 vs. April 1959)
RETAIL SALES total (\$ billions)	18.7	18.6	18.2	2.7% up (June 1960 vs. June 1959)
APPLIANCE-RADIO-TV STORE SALES (\$ millions)	329	331	341	3.5% down (May 1960 vs. May 1959)
CONSUMER DEBT + + owed to appliance-radio-TV dealers (\$ millions)	276	277	283	2.5% down (May 1960 vs. May 1959)
FAILURES of appliance-radio-TV dealers	28	27	35	20% down (June 1960 vs. June 1959)
HOUSING STARTS (thousands)	128.3	125.0	156.0	17.8% down (May 1960 vs. May 1959)
AUTO OUTPUT (thousands)	104.7**	89.8**	127.5**	17.9% down
PERSONAL CONSUMPTION EXPENDITURES for furniture-household equipment (\$ billions)	18.7+	18.8+	17.7+	5.6% up (1st quarter 1960 vs. 1st qtr. 1959)
DISPOSABLE INCOME annual rate (\$ billions)	345.3+	340.8+	327.4+	5.5% up (1st quarter 1960 vs. 1st qtr. 1959)
CONSUMER SAVINGS annual rate (\$ billions)	24.6+	23.7+	23.5+	4.7% up (1st quarter 1960 vs. 1st qtr. 1959)
EMPLOYMENT (thousands)	68,579	67,208	67,342	1.8% up (June 1960 vs. June 1959)

*New index being used. Federal Reserve Bulletin, Jan. 1960 (seasonally adjusted).

**Figures are for week ending July 16, 1960 and preceding week (revised).

+ Figures are for quarters.

++ Federal Reserve Bulletin figures (revised).

A Quick Check of **INDUSTRY TRENDS**

An up-to-the-minute tabulation of estimated industry shipments of 16 key products. New figures this week are shown in **bold-face type**.

		1960 (Units)	1959 (Units)	% Change
DISHWASHERS	May	47,000	34,500	+36.23
	5 Mos.	236,000	193,800	+21.78
DRYERS, Clothes, Electric	May	29,465	31,318	- 5.92
	5 Mos.	270,145	285,900	- 7.46
Gas	May	24,235	14,585	+66.16
	5 Mos.	146,943	144,635	+ 1.60
FOOD WASTE DISPOSERS	May	64,000	53,000	+19.40
	5 Mos.	304,300	285,900	+ 6.44
FREEZERS	May	99,200	121,700	-18.49
	5 Mos.	467,800	525,400	-10.96
PHONOGRAPHS, Monaural	May	36,793	33,356	+10.30
	5 Mos.	339,917	548,604	-38.04
Stereo	May	144,474	89,810	+60.09
	5 Mos.	1,195,401	749,151	+59.57
RADIOS, Home-Portable-Clock	Week July 8	98,596	126,634	-22.14
(production)	27 Weeks	5,298,548	4,334,024	+22.25
RADIOS, Automobile (production)	Week July 8	75,310	70,997	+ 6.07
	27 Weeks	3,398,173	2,971,193	+14.37
TELEVISION (production)	Week July 8	51,637	73,763	-30.00
	27 Weeks	3,019,166	2,856,478	+ 5.70
REFRIGERATORS	May	268,000	308,200	-13.04
	5 Mos.	1,469,200	1,505,300	- 2.40
RANGES, Electric—Standard	May	62,600	71,500	-12.45
	5 Mos.	367,600	418,600	-12.18
Built-in	May	55,000	61,900	-11.14
	5 Mos.	290,100	278,900	+ 4.01
RANGES, Gas—Standard	May	112,900	130,000	-13.2
	5 Mos.	628,700	675,300	- 6.9
Built-in	May	29,800	30,300	- 1.6
	5 Mos.	134,400	123,200	+ 9.1
VACUUM CLEANERS	May	265,556	257,345	+ 3.19
	5 Mos.	1,436,678	1,435,216	—
WASHERS, Automatic & Semi-Auto	May	176,883	207,422	-14.72
	5 Mos.	1,020,782	1,111,258	- 8.14
Wringer & Spinner	May	67,060	70,512	- 4.90
	5 Mos.	302,829	357,033	-15.18
WASHER-DRYER COMBINATIONS	May	9,589	11,604	-17.36
	5 Mos.	69,022	76,826	-10.15
WATER HEATERS, Electric (Storage)	May	55,300	72,300	-23.51
	5 Mos.	292,900	356,500	-17.84
WATER HEATERS, Gas (Storage)	May	201,700	239,300	-15.71
	5 Mos.	1,096,300	1,292,400	-15.18

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.

FINANCIAL NEWS

RCA is calling for redemption on Aug. 3 of its 3½% convertible subordinated debentures, due Dec. 1, 1980. The redemption price will be 104¼%, plus accrued interest to the date set for the redemption. To minimize the effect which this might have on its cash program, RCA entered into an agreement whereby a group of investment bankers would purchase all debentures offered through July 19.

E. J. Korvette, Inc. has concluded an arrangement with Bankers Trust Co. and Franklin National Bank for a \$7,000,000 open line of credit for short-term borrowings at the prime rate and new store openings. This replaces a \$4,000,000 revolving credit agreement.

National Union Electric Corp. merged with Eureka Williams Corp. on June 30, and is the surviving corporation. Each of the 278,700 outstanding shares of Eureka Williams will be converted into 15.77 shares of NUE. Combined assets of the two corporations amounted to \$18,037,741. Also, National Union Electric has purchased all the outstanding capital stock of the Durham Manufacturing Corp. of Muncie, Ind. Durham, which produces a line of folding metal furniture, was owned by Associates Investment Co. of South Bend, Ind.

Casco Products Corp. at the annual meeting elected a new board of directors, reflecting acquisition of more than 80% of Casco's stock by Standard Kollsman Industries Inc.

Telectro Industries Corp. has been listed at the American Stock Exchange. It started at 14½.

FINANCIAL REPORTS

Trav-ler Radio Corp.—Preliminary operating figures for the fiscal year ended April 30: showed sales of \$21,400,000, as compared to last year's \$14,806,000; net profit after taxes will be about \$700,000 or 81¢ per share on 863,061 shares.

Packard Bell Electronics Corp.—Board of directors has declared the quarterly dividend of 12½¢ per share on the 811,880 shares of common stock outstanding.

Dayton Power and Light Co.—Earnings dipped 10¢ per common share while revenues rose from last year's \$84,451,000 to \$92,169,000.

Jerrold Electronics Corp.—Net sales and service revenues for the year ending in February, \$8,416,750; last year's figures for the same period showed \$7,658,371.

Fedders Corp.—For nine months ended May 31: net sales \$51,401,248, compared with \$38,342,688 for corresponding 1959 period; net income totaled \$3,475,128, equal to \$1.82 per share, as compared to \$1,940,963 or \$1.03 per share in 1959 for same period.

General Electric—For first six months of 1960: recorded earnings of \$111,429,000, off 5% from same 1959 period; net sales, \$2,022,699,000, down 2% from 1959. Earnings for the period equalled \$1.26 per share compared to \$1.34 for same period last year.

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This index is published as a service. Every care is taken to make it accurate, but ELECTRICAL MERCHANDISING WEEK assumes no responsibility for errors or omissions.

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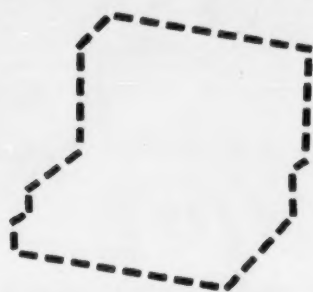
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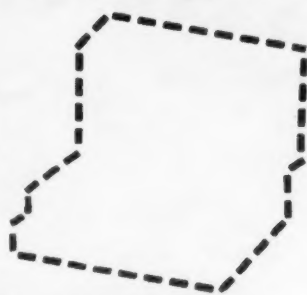
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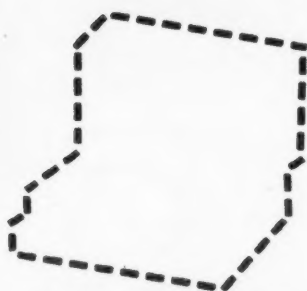
3,300,000 ELECTRIC BLANKETS SOLD IN 1959.



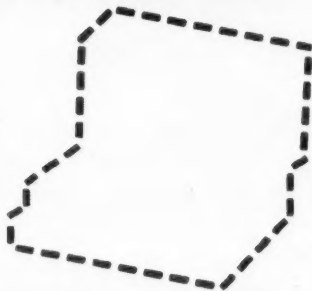
ONE OUT OF EVERY



TWO ELECTRIC



BLANKETS SOLD



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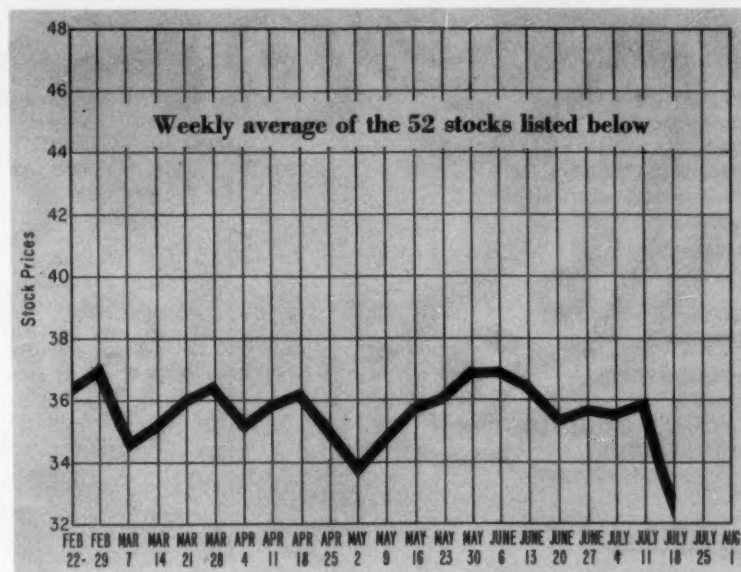
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NORTHERN ELECTRIC COMPANY

CHICAGO • WAYNESBORO AND BAY SPRINGS, MISS.

World's Oldest and Largest Manufacturer of Electric Blankets and Heating Pads
Executive Offices: 5224 N. Kedzie Avenue, Chicago 25, Illinois • CORNELL 7-5100
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TAKING STOCK A quick look at the way in which the stocks of 52 key firms within the industry behaved during the past week. This unique summary is another exclusive service for readers of EM WEEK.

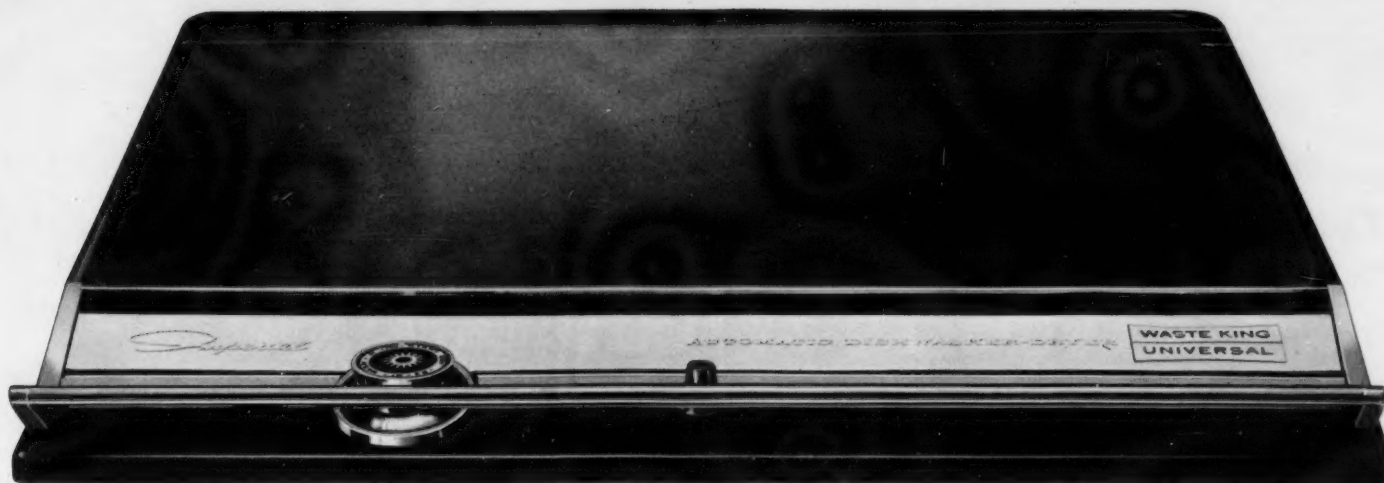


STOCKS AND DIVIDENDS IN DOLLARS	HIGH	1960 LOW	CLOSE JULY 11	CLOSE JULY 18	NET CHANGE
NEW YORK EXCHANGE					
Admiral	23 ⁷ / ₈	16 ¹ / ₄	17 ⁵ / ₈	16 ⁵ / ₈	- 1
American Motors 1	29 ¹ / ₂	20 ¹ / ₄	21 ³ / ₄	20 ⁵ / ₈	- 1 ⁵ / ₈
Arvin Ind. 1	27 ¹ / ₂	20 ¹ / ₂	21 ⁵ / ₈	22 ⁷ / ₈	+ 1 ¹ / ₄
Borg Warner 2	48 ¹ / ₂	35 ³ / ₄	37	35 ⁷ / ₈	- 1 ¹ / ₈
Carrier 1.60	41 ³ / ₄	29 ³ / ₄	30 ¹ / ₈	29 ¹ / ₂	- 5 ¹ / ₈
CBS 1.40B	45 ¹ / ₄	36 ³ / ₄	41 ⁵ / ₈	41 ¹ / ₈	- 1 ¹ / ₂
Chrysler 1A	71 ⁷ / ₈	42 ¹ / ₈	45	44	- 1
Decca Records 1.20	34 ¹ / ₄	17 ³ / ₈	30 ¹ / ₂	31 ³ / ₈	+ 7 ¹ / ₈
Emerson Electric 1	50	33	46	43	- 3
Emerson Radio .50F	22 ¹ / ₈	11 ¹ / ₈	15 ⁵ / ₈	15 ¹ / ₄	- 5 ¹ / ₈
Fedders 1	20 ³ / ₄	16 ⁷ / ₈	19 ³ / ₈	18 ¹ / ₂	- 7 ¹ / ₈
General Dy. 2	53 ³ / ₈	38	41 ⁵ / ₈	41 ⁵ / ₈	-
General Elec. 2	99 ⁷ / ₈	84 ⁵ / ₈	89 ¹ / ₂	84 ¹ / ₂	- 5
General Motors 2	55 ⁵ / ₈	43	44 ¹ / ₈	43 ³ / ₈	- 3 ¹ / ₄
General Tel & El .76 new	34 ¹ / ₈	27	29 ⁵ / ₈	28 ³ / ₈	- 1 ¹ / ₄
Hoffman Elec. .60	30 ¹ / ₄	18 ¹ / ₈	27	25 ⁵ / ₈	- 1 ³ / ₈
Hupp CP. 3 ¹ / ₂ F	13 ¹ / ₄	8 ⁷ / ₈	9 ³ / ₈	9 ¹ / ₈	- 1 ¹ / ₄
Magnavox 1	55	31 ³ / ₄	48 ¹ / ₈	45	- 3 ¹ / ₈
Maytag 2A	44 ¹ / ₂	34	34 ³ / ₄	34	- 3 ¹ / ₄
McGraw-Edison 1.40	45 ³ / ₄	33 ⁵ / ₈	35 ⁵ / ₈	34 ³ / ₈	- 3 ¹ / ₄
Minn. M&M N.60	88	65	73	70	- 3
Montgomery Ward 2	55 ³ / ₈	40 ¹ / ₂	43 ¹ / ₈	41 ⁵ / ₈	- 1 ¹ / ₂
Monarch .2EO	19 ⁷ / ₈	12 ³ / ₈	12 ⁵ / ₈	12 ⁵ / ₈	- 1 ¹ / ₄
Motor Wheel 1	23 ¹ / ₄	15	15 ⁵ / ₈	15	- 3 ¹ / ₈
Motorola 2	98	79	165 ¹ / ₂	80 ¹ / ₄	+ new
Murray CP	28 ³ / ₄	24 ³ / ₄	27	27 ¹ / ₂	+ 1 ¹ / ₂
Philco 1 ¹ / ₄ G	38 ¹ / ₄	26 ³ / ₈	27 ³ / ₄	26 ³ / ₄	- 1
R.C.A. 1B	78 ³ / ₈	59 ¹ / ₂	64 ⁵ / ₈	63 ³ / ₈	- 3 ¹ / ₄
Raytheon 2.37T	53 ³ / ₈	35 ¹ / ₂	41 ³ / ₈	40 ¹ / ₂	- 7 ¹ / ₈
Rheem .60	28 ⁷ / ₈	18 ¹ / ₄	19 ¹ / ₄	18 ¹ / ₄	- 1
Ronson .60	12 ¹ / ₄	9 ³ / ₄	10 ³ / ₄	10 ¹ / ₂	- 1 ¹ / ₄
Roper GD	21 ¹ / ₂	14 ¹ / ₈	19	16	- 3
Schick	16 ³ / ₄	9 ¹ / ₄	10 ³ / ₈	11	+ 5 ¹ / ₈
Siegler Corp. .2OR	43	29 ¹ / ₄	36 ⁵ / ₈	33 ⁷ / ₈	- 2 ³ / ₄
Smith A. O. 1.60A	53 ³ / ₈	34 ³ / ₈	35 ¹ / ₂	35 ¹ / ₄	- 1 ¹ / ₄
Sunbeam 1.40A	64 ¹ / ₂	48 ⁵ / ₈	50 ³ / ₈	52	+ 1 ¹ / ₄
Welbilt .10G	7 ⁷ / ₈	5 ³ / ₈	5 ⁵ / ₈	5 ¹ / ₂	- 1 ¹ / ₈
Westinghouse 1.20	65	45 ¹ / ₂	58	55 ³ / ₄	- 2 ¹ / ₄
Whirlpool 1.40	34 ⁷ / ₈	23 ⁷ / ₈	24 ¹ / ₈	23 ³ / ₈	- 7 ¹ / ₈
Zenith 1.60	127 ³ / ₄	89 ¹ / ₈	119 ¹ / ₂	115 ¹ / ₂	- 4
AMERICAN EXCHANGE					
Casco Pd. .35E	10	6 ³ / ₄	9 ³ / ₄	9 ³ / ₄	-
Century Elec. 1/2	9 ⁷ / ₈	7 ³ / ₄	7 ⁷ / ₈	7 ⁷ / ₈	-
DuMont Lab.	12 ¹ / ₂	6 ¹ / ₂	12 ¹ / ₄	12 ¹ / ₄	-
Herold Rad.	7 ⁷ / ₈	3 ³ / ₈	3 ⁷ / ₈	4 ¹ / ₈	+ 1 ¹ / ₄
Ironrite .25T	10	6 ⁷ / ₈	7 ⁵ / ₈	7 ⁵ / ₈	-
Lamb. Ind.	9 ⁵ / ₈	4 ⁵ / ₈	7 ³ / ₄	7 ¹ / ₂	+ 1 ¹ / ₄
Muntz TV	6 ¹ / ₂	4	5	5 ¹ / ₈	+ 1 ¹ / ₈
National Presto	12	10 ⁵ / ₈	11 ⁷ / ₈	12	+ 1 ¹ / ₈
Proctor-Silex	9 ⁷ / ₈	6 ³ / ₈	9 ¹ / ₄	8 ³ / ₄	- 1 ¹ / ₂
MIDWEST EXCHANGE					
Knapp-Monarch	-	-	5 ⁵ / ₈	5 ⁵ / ₈	-
Travler Radio	-	-	8 ³ / ₈	8 ¹ / ₄	- 1 ¹ / ₈
Webcor	-	-	12 ¹ / ₂	13	+ 1 ¹ / ₂

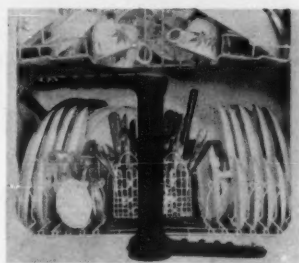
A—Also extra or extras. B—Annual rate plus stock dividend. D—Declared or paid in 1959, plus stock dividend. E—Paid last year. F—Payable in stock during 1959, estimated cash value on ex-dividend or ex-distribution date. G—Declared or paid so far this year. H—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date.

ANALYSIS: The market failed to generate much news last week. The word along Wall Street that best seems to fit the situation is "apathy." A lack of important news on either side of the market, coupled with the continuing international situation and the upcoming election, helped make this week's stock picture uncertain and anything but bright.

Electronic stocks were among the declining issues. EM Week's average, reflecting the overall picture, dropped over 3¹/₂ pts. With issues like Zenith, Minn. M&M, General Electric and Magnavox registering noticeable losses. Of the 52 key stocks charted, only nine showed increases. Six new lows were recorded this week.

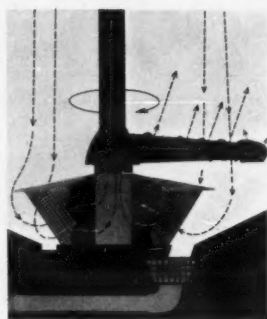


Customers can SEE the difference...*you* can SELL the difference...in the new WASTE KING UNIVERSAL PORTABLE DISHWASHER. It holds more dishes than any other dishwasher ever made — undercounter or portable. NEW "Z-ARM" action sends hundreds of detergent-



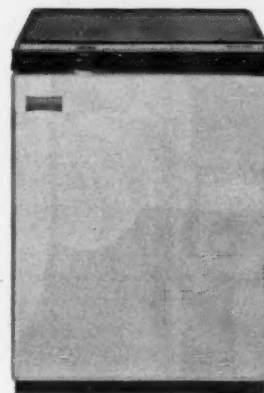
corner of the polyvinyl tub. "Z-ARM" ...soaks, scrubs, scours and double-rinses pot, pan, knife, fork, and spoon. "Z-ARM" washing action does dishes better than she can. And, she piles dishes in any way she chooses because the new "Z-ARM" makes true random racking possible. Large, odd-shaped dishes and pots and pans go on either

tom rack, in any corner...anywhere. They can't escape washing action. The exclusive self-cleaning filter system traps food wastes, flushes little particles down the drain, and big ones in an easily-accessible, easy-to-clean filter cage.



ed beauty top, it rolls sink. Hose Waste King dishwasher. sales in the *wire collect, or write now* for big promotion news about WASTE KING CORPORATION, Los Angeles 58, California.

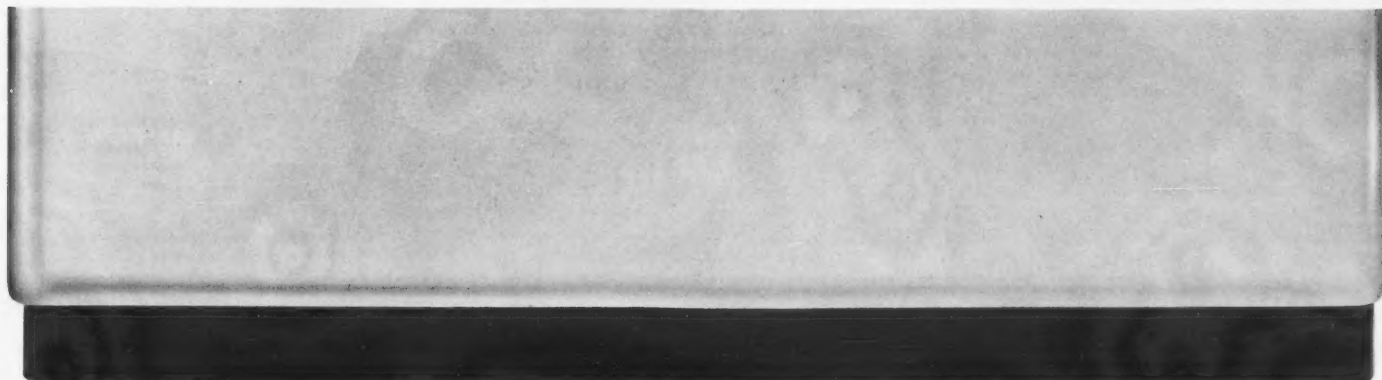
with a handy charcoal easily from its storing



top or bot- the "Z-ARM" tem traps snares the A sculptur- grey work- place to

connection snaps easily onto any style faucet. The new Universal portable is everything she's ever wanted in a See to it you're ready to capitalize on climbing dishwasher "soaring sixties." *Call, or*

WASTE KING
UNIVERSAL



\$2,000,000 IN ONE YEAR

19,786 New Charge Accounts!

LOBER POWER MOWERS PRODUCED THIS VOLUME FOR 4 DEPARTMENT STORES!

Here are the facts in dollars and cents! 4 department stores—one company in New York City, Dallas, Chicago, and Atlanta—each did \$500,000 or better in Lober power mower sales over a 12 month period. Divide that figure by the 4 sq. ft. of floor space a Lober mower occupies—and you get yearly sales of \$125,000 per sq. ft! —

That's big volume, and big profit—but it's only the beginning! Because these Lober power mower promotions not only more than paid for themselves in cash sales and sales to established charge account customers—they also brought in 19,786 new charge accounts to the 4 stores . . . at absolutely no advertising or solicitation cost on the books! What's more, each account was a home owner—the best big volume charge customer a store could hope to add to its list! You, too, can do as well . . . with Lober Power Mowers. We'll show you how—and we'll guarantee your sales!

Order Lober Power Mowers today. Bring in big ticket, big volume, big profit sales . . . and a big new list of home-owning charge account customers at no extra cost! You can't lose—WE GUARANTEE YOUR SALES!

IMPORTANT NOTICE!

ENGINE Prices WILL Increase!

All power mower manufacturers have been advised by Briggs & Stratton that engine prices will increase. We urge you to ORDER NOW and save money! New 1961 Engines will be available in August, 1960, not before.

50% of Selling Season Remains!

The best selling season is still ahead of you. We deliver immediately. You can still make big profits in August and September. These are the big, fat PROFIT MONTHS! Be sure of delivery. Order now!



NEW! SUPER DELUXE 1960 POWER MOWER WITH EXCLUSIVE IMPULSE SELF-STARTER!

• Big 25-inch (Swath Cut) 3 HP

• Big 22-inch (Swath Cut) 3 HP

REVOLUTIONARY IMPULSE SELF-STARTER!

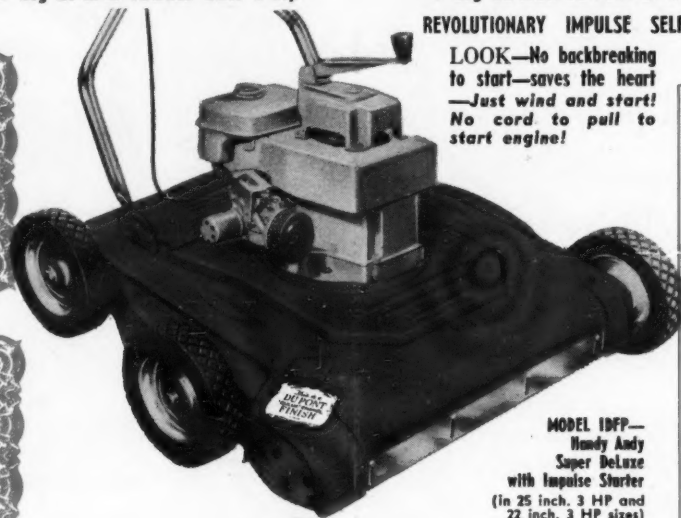
LOOK—No backbreaking to start—saves the heart—Just wind and start! No cord to pull to start engine!



No Guesswork With LOBER Power Mowers
LOBER GUARANTEES YOUR SALES!
RISK OF LOSS IS ELIMINATED!

© GOES

SPECIAL ENGINE EXCHANGE®
Mr. Buyer, Now You Can Assure Your Customers complete satisfaction at no loss to you! Every Lober mower transaction must be profitable to you! Inquire NOW for Complete Details On This Revolutionary Engine Exchange



MODEL IDP—Humdy Andy Super Deluxe with Impulse Starter
(in 25 inch, 3 HP and 22 inch, 3 HP sizes)

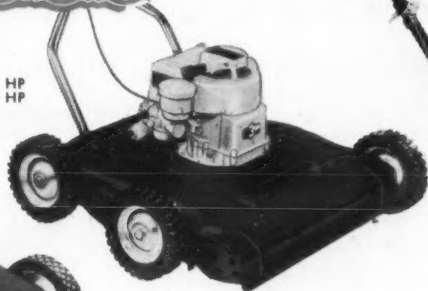
Check These Lober Features Against The Features On Your Mowers!

Look Underneath Where It Counts!

Only Lober Power Mowers Give You ALL These Unbeatable New Features at Low Promotional Prices!

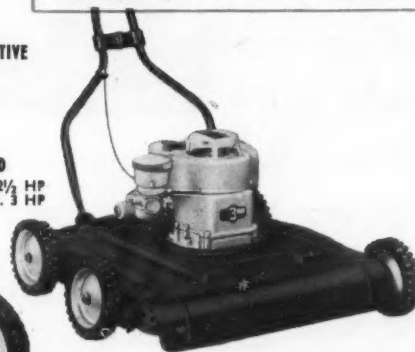
Reinforced corners guarantee added rigidity and strength	Four adjustable cutting heights	New Silent Muffler cuts down irritating noise	Start and Stop Gas Throttle Control on Chrome Plated Handle
Firestone Semi-Pneumatic Tires. Giant 8" hermetically-sealed double ball bearing steel wheels	BRIGGS & STRATTON OR CLINTON WITH DELUXE IMPULSE STARTER	Exclusive compression springs on each axle keep wheels in permanent alignment!	Never again a broken blade or shaft! Just 2 shear pins to replace!

MODEL D—
22 inch, 2 1/2 HP
25 inch, 3 HP



WE FEATURE DuPONT HI-BAKED EMAMEL FINISH, EVEN THOUGH COMPETITIVE PAINTS WOULD COST FAR LESS!

MODEL S—HI LO STANDARD
22 inch, 2 1/2 HP
25 inch, 3 HP



MODEL BFP—Gorgeous George Super Deluxe
22 inch, 2 1/2 HP
25 inch, 3 HP

MODEL R-60—Mr. Aristocrat Reel
18 inch, 2 HP
22 inch, 3 HP



M. LOBER AND ASSOCIATES

G. W. DAVIS Manufacturers Since 1902 The World's Largest Producers of Power Mowers
7 CENTRAL PARK WEST, N. Y. C. 23, N. Y. JUDSON 6-2117

Shipping Point: Richmond, Ind. Shipments made within 5 days of receipt of your order.

MAIL COUPON NOW!

E-7-25-60

M. LOBER & ASSOCIATES
7 Central Park West, N. Y. C. 23

Gentlemen: YES! I want guaranteed sales and guaranteed customer satisfaction! Please rush me full information, immediately.

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Firm _____

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Telephone Number _____

City _____ Zone _____ State _____



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